



Press release Star Vault - Mortal Online initial response

- The initial response from the gamers' community worldwide has been very positive so far.

Statistics show that during the first 8 days, we have had over 57 000 unique visitors, from a total of 133 countries, with the top ten countries being:

- United States
- Sweden
- Germany
- Canada
- United Kingdom
- Taiwan
- Japan
- France
- Poland
- Norway
- Denmark

The number of registered members in the Mortal Online Forum are now well above 1 700 and there has been more than 14 000 posts made by the members.

The Mortal Online Teaser has been rated on YouTube.com and Gametrailers.com:

- YouTube - viewed 22 000 times with an average viewer score of 4,5 out of 5.
<http://www.youtube.com/watch?v=YYsUi80jOE4>
- Gametrailers – viewed 67 000 times and with an average viewer score of 8,8 out of 10
<http://www.gametrailers.com/game/6639.html>

"The team has made a great work putting the site together, it has been a tough couple of weeks for us, but the result speaks for itself.

We still have not actively promoted Mortal Online to the different Online communities and still we are seeing this great interest, hopefully more to come.

The Mortal Online forum is a key source of information for the development of our game and we will constantly use the community for making some of the development decisions", says Henrik Nyström, CEO Star Vault AB.

"Using the Mortal Online as a forum to access the knowledgebase of the gamers is of course a challenge, but we have dedicated people to moderate the forum as it grows. This is what a lot of other companies in other industries would dream about as we are effectively using our customers directly in the product development to ensure customer satisfaction in the final product", says Per Hökfelt, Chairman of the Board, Star Vault AB.

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