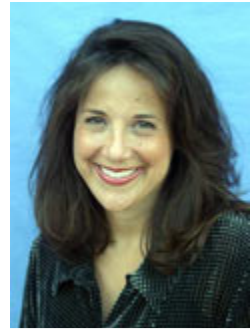


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## MyMiniPeeps Update: Toys, Brands, Goods

VirtualWorldsNews spoke with Masher Media founder and CEO Sherry Gunther (right) today to hear the rest of the MyMiniPeeps.com story. It turned out there's much more to the upcoming kid-focused virtual world than the company site or recent media reports, including ours, presently reveal.



Probably the biggest addition to the MyMiniPeeps profile is Gunther's plan to diversify the revenue stream and play options for users by launching an integrated toy line which will embellish the MyMiniPeeps story and experience and move the users back and forth between real and virtual worlds.

Gunther wasn't prepared to reveal manufacturing or retail partners, but the toy component -- which Gunther calls "interactive and integrated" -- is a major part of the MyMiniPeeps business model, and has been from the start.

The second major component of the MyMiniPeeps value proposition is the game's virtual economy, which Gunther says will likely include branded virtual goods, though she declined to name any brand partners.



While the virtual goods element sounded important, MyMiniPeeps.com will rely primarily on subscriptions (\$5.95 a month with discounts for 6- and 12-month subscriptions), Gunther said.

Gunther said the technology supporting the new site and its cross-platform play options -- across the PC and iPhone -- comes from the Unity 3D toolset which the game is built on. Gunther said Masher is hoping to add the Nintendo Wii to the game's cross-platform capabilities and that "Unity is working with Nintnedo" on that aspect of multi-player gameplay.

As for the community-minded, even altruistic, elements of MyMiniPeeps.com gameplay, Gunther acknowledged its presence. She said she felt there was an incredible opportunity with this particular generation of kids: "They are passionate about the environment ... there's opportunity for them to get involved and accomplish great things." The central idea behind MyMiniPeeps, says Gunther, is to empower kids in both the real and virtual worlds.

Gunther and the Masher Media team say they expect to reveal more about the upcoming virtual world soon.