



****MEDIA ALERT****

Arigato! Everything's Coming up Domo in *Free Realms*™!

WHAT:

Sony Online Entertainment, in collaboration with Virtual Greats and Big Tent Entertainment, is bringing Domo to *Free Realms*™! This spontaneous, adventurous and ever-curious iconic character brings his one-word vocabulary to the online virtual world on August 11, when players will be able to explore *Free Realms* with their very own Domo pet pal.

To show off their love of Domo, several virtual items including Domo hats, backpacks, slippers, and housing blocks will also be available for players to purchase in the *Free Realms* Marketplace.

The *Free Realms* lifetime membership promotion has also been extended to August 16, 12 p.m. PDT, offering players two additional weeks to snatch up a lifetime membership for only \$29.99. For current monthly subscribers who wish to take advantage of this promotion, the lifetime membership would activate once their current membership term is complete. Lifetime members and their Domo pet pals will never have to worry about *Free Realms* membership dues again!

WHEN:

Domo debuts in *Free Realms* August 11.

Lifetime memberships will only be available through Monday, August 16, 12 p.m. PDT. Accounts must be maintained in good standing and SOE does not ensure continuous or error-free access, use or availability of any game content, feature, gameplay or server and may change, modify, disable, suspend, or remove any such content, feature, gameplay or server at its sole discretion. Daily activities are now live.

For more information on *Free Realms*, visit www.FreeRealms.com.

For more information on Domo, visit www.domonation.com.

For assets, log on to www.soepress.com

**MEDIA
CONTACT:**

For interviews or press accounts:

Jordan Fraser
Sony Online Entertainment
(858) 577-3268
jfraser@soe.sony.com

ABOUT:

Sony Online Entertainment

Sony Online Entertainment LLC (SOE) is a recognized worldwide leader in massively multiplayer online games, with hundreds of thousands of subscribers around the globe. SOE creates, develops and provides compelling entertainment for the personal computer, online, game console and wireless markets. Known for its blockbuster franchises and hit titles including EverQuest®, EverQuest® II, Champions of Norrath®, Untold



**SONY ONLINE
ENTERTAINMENT**

Legends™, PlanetSide®, and Star Wars Galaxies, as well as the recent kids' phenomenon Free Realms™, SOE continues to redefine the business of online gaming and the creation of active player communities while introducing new genres on various entertainment platforms. Headquartered in San Diego, CA, with additional development studios in Austin, TX, Seattle, WA, Denver, CO, and Tucson, AZ, SOE has an array of cutting-edge games in development across various platforms and genres for audiences of all ages.

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About Big Tent Entertainment

Big Tent Entertainment, LLC (www.bigtent.tv) is an entertainment company specializing in the integrated development and management of media brands. Formed in 2002, the company manages a portfolio across both traditional and new media while focusing on brand strategy, community building, viral marketing, licensing and retail merchandising. Big Tent currently serves as the worldwide (ex Asia) marketing and licensing company for fashion and viral sensation *Domo* as well as the North American agency of record for a number of properties including: *Discovery Kids*, the leader in educational content for children; *Telemundo*, a leading producer of high-quality content for Hispanics in the U.S. and audiences around the world; *TOKYOPOP*, the world-renowned manga publisher and global pop culture brand; *Crusty Demons*, the masters of freestyle motocross; *Purple Ronnie*, one of the U.K.'s most successful social expression brands; and *PixFusion*, a global leader in personalization products.

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www.domonation.com

About Virtual Greats:

Virtual Greats connects celebrities and artists, intellectual property owners and brands with a new generation of fans, unlocking value through digital representations of real world content in online communities. Virtual Greats' unique team of specialists is based in Los Angeles and San Francisco, helping partners develop new revenues from the complex relationship between content, technology, and virtual goods while reaching out and connecting with young audiences in social networks, casual gaming, virtual worlds and mobile applications. For more information, visit www.virtualgreats.com.