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WebWars' WebLords Storms the Internet, Enters Phase One Closed Beta Testing

Innovative Developer's Fantasy-Themed Parallel Universe Game Accepting Beta Applications for Future Testing Stages

AUSTIN, Texas – March 3, 2010 – [WebLords](http://www.web-lords.com), a browser-based, free-to-play online player versus player (PvP) game from [WebWars](http://www.webwars.com) that utilizes the company's innovative layered-reality game (LRG) platform to turn the Web itself into social entertainment, has entered its first stage of closed beta. The fantasy-based multi-player experience gives players a chance to join the fray and provide feedback directly to WebWars as they check out for the first time *WebLords'* epic battles to conquer, command and control any website.

"*WebLords* makes the most of our proprietary LRG technology by turning the Web itself a virtual epic fantasy battleground," said [Cindy Armstrong](http://www.wonacottcommunications.com), CEO, WebWars, LLC. "We are excited to kick off our testing period, as closed beta players can be among the first to check out this new genre in online gaming and have the rare opportunity to comment on their experiences directly to a development studio that really listens to its testing community."

WebLords is a social online game, available via a downloadable toolbar for Firefox and Internet Explorer, which turns literally any site on the Web into a battleground. Players can develop kingdoms, build armies and destroy their enemies. The integrated social community features, including friend's lists and status updates and in-game rankings, mean players will always have access to their score and bragging rights. Other key features of *WebLords* include:

- Players earn experience and loot from battles, which aids in growing their personal castles, and unlocking new battle-ready units as the game progresses.
- Each WebLord is customizable, allowing gamers to create and modify aspects of their personal character, armies and battle strategies.
- Multi-layered, time-controlled battles provide an entertaining way to multi-task while on the Web.

WebWars invites gamers to continue signing up for their chance to join the closed beta by visiting: <http://www.web-lords.com> now.

About WebWars, LLC

WebWars™, the innovator in layered reality gaming (LRG) and entertainment, is changing the way people engage with online entertainment by removing the barriers between Web gaming and websites. Pioneering modular online game development, WebWars can easily create new features and titles through their unique technology platform. Founded in 2008, WebWars is privately held and based in Austin, Texas. For more information, please visit www.webwars.com.

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