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Electric Bat Interactive Invites Players to Join *WebLords*' Open Beta, Stake a Claim on the Internet

AUSTIN, Texas – June 15, 2010 – The castle gates are open and the *WebLords* are on the loose – battling for control of thousands of websites. [WebLords](http://www.web-lords.com), a browser-based, free-to-play online player versus player (PvP) game from [Electric Bat Interactive](http://www.electricbat.com) (EBI) that utilizes the company's innovative layered-reality game (LRG) platform to turn the Web itself into social entertainment, has entered open beta testing. The fantasy-based multi-player experience gives players the opportunity to battle other warriors in a quest to conquer, command, and control the Internet.

"Official launch is around the corner, and the *WebLords* open beta is the final chance for players to get into the game early to explore and conquer the countless hidden worlds on domains across the Internet," said [Cindy Armstrong](http://www.electricbat.com), CEO, Electric Bat Interactive, LLC. "It's the perfect opportunity to get a head start on building a powerful empire, raise fierce armies and take over popular websites before the rest of the world joins in."

In *WebLords*, players game across a parallel universe associated with any website of their choosing. To develop kingdoms, players must conquer and rule coveted online landscapes and destroy relentless armies controlled by other players. Key features of *WebLords* include:

- Players earn experience and loot from battles, which aids in growing their Empire and unlocking new battle-ready units as the game progresses;
- Each *WebLord* is customizable, allowing gamers to create and modify their own character, armies and battle strategies;
- Multi-layered, time-controlled battles provide an entertaining way to multi-task while on the Web;
- With Wurl Bucks – the currency used to buy items in all Electric Bat Interactive games – players can further augment their experience with premium items from the store.

WebLords also features an integrated social community with friend's lists and status updates. With in-game results and rankings and a versatile gamebar, players always have access to their score and possible bragging rights.

Interested players can register at <http://www.web-lords.com> .

Behind *WebLords* is Electric Bat Interactive's proprietary Wurl platform, which leverages existing open source technology within a reusable modular game system. These modules

enable interchangeable themes, characters, gameplay mechanics and standard game components, such as social networking, chat features and billing. This allows developers to roll out new games on an aggressive timeline. Electric Bat Interactive is able choose from a variety of features for its future title development, drastically reducing time-to-market and costs. The modules are also backwards compatible, enabling Electric Bat Interactive to upgrade existing games with future developments, in order to extend a successful franchise.

About Electric Bat Interactive

Electric Bat Interactive, 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, Electric Bat Interactive can easily create new features and titles through their unique technology platform. Founded in 2008, Electric Bat Interactive is privately held and based in Austin, Texas. For more information, please visit <http://www.electric-bat.com>.

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