



WebWars' WebLords Online Game will bring Epic Battles to Sites Across the Web

*Beta Signups Begin for Innovative Developer's Fantasy-Themed Parallel
Universe Game*

AUSTIN, Texas – Jan. 26, 2010 – Great armies and heroic warriors will soon take their battles for Internet dominance to sites across the Web. [WebWars™](#) today introduced [WebLords](#), a browser-based, free-to-play online Player vs. Player (PvP) game that uses an innovative layered-reality game (LRG) platform to turn the Web itself into social entertainment. The fantasy-based multi-player experience gives any player a chance to join the fray by inviting friends, chatting, developing alliances and battling others to conquer, command and control any website. As WebLords heads into beta testing, registration for the chance to participate is [now open](#).

"WebLords is quite possibly the ultimate online strategy/role-playing game as it can be played anywhere, anytime with an Internet connection and an easy to download browser plug-in," said [Cindy Armstrong](#), CEO, WebWars, LLC. "Whether at home, in the office or on the road, layered reality games add new, exciting forms of entertainment to surfing the Web. We look forward to offering WebLords to players for the first time with the beta test and listening to their feedback as the game gets closer to launch."

In WebLords, players game across a parallel universe associated with any website of their choosing. By developing their kingdoms, they can rule their lands and destroy their enemies. 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 fully customizable, allowing gamers to create and modify their personal character, armies and battle strategies.
- Multi-layered, time-controlled battles provide an entertaining way to multi-task while on the Web.
- With WebWars cash – the currency used to buy items in all WebWars games – players can further customize their experience with premium items from the Cash Shop.

WebLords also features an integrated social community with friend's lists and status updates. With in-game results and rankings and a versatile toolbar, players will always have access to their score and possible bragging rights. WebWars encourages aspiring WebLords to sign up for their chance to be among the first to capture key sites across the Web. Interested beta testers can register at <http://www.web-lords.com>. Created in Flash, WebLords can be installed in Internet Explorer or Firefox through a simple toolbar download; additional browser integration will be available soon.

WebWars' proprietary LRG platform 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. WebWars 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 WebWars to upgrade existing games with future developments, in order to extend a successful franchise.

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.