

## **Creator of Second Life's Virtual Currency Exchange Joins Millions of Us as Technical Director**

*Millions of Us, Inc., an agency specializing in virtual worlds, has hired Peter Phillips as Technical Director. In his previous position at Linden Lab, Phillips designed and implemented the "LindeX" virtual currency exchange and essentially acted as central banker for the virtual world "Second Life." Second Life's economic system was recently praised by The Economist for its sophisticated management mechanisms.*

San Francisco, CA (PRWEB) September 4, 2007 -- Millions of Us, Inc., an agency specializing in virtual worlds, has hired Peter Phillips as Technical Director. In his previous position at Linden Lab, Phillips designed and implemented the "LindeX" virtual currency exchange and essentially acted as central banker for the virtual world "Second Life." Second Life's economic system was recently praised by The Economist for its sophisticated management mechanisms.

As it develops trading systems for virtual goods on multiple platforms, Millions of Us will benefit from Phillips' experience as manager of a major virtual economy and its component trade mechanisms. He will also lead the technical team at Millions of Us, helping the company's clients achieve rapid entry into various virtual worlds with their virtual assets -- including goods, celebrity avatars and themed content.

Phillips has over 14 years of team leadership and development experience spanning the entertainment, utility, real estate, communications, prepress, recording and software industries; he has worked at industry leaders including Microsoft, Autodesk and Electronic Arts.

Prior to Linden Lab, Phillips was Live Team Lead on Ultima Online at Electronic Arts where he coordinated the development, quality assurance, operations and customer support efforts to grow the player base and keep the service running smoothly.

"We'd be lucky enough to have Peter for his technical skills, but he's also proven himself as a virtual economist," said Reuben Steiger, CEO, Millions of Us. "Our clients will benefit not only from his ability to scale our infrastructure, but also from his work on the industry's most ambitious virtual trade and programming projects."

About Millions of Us, Inc.

Millions of Us, Inc., is an agency specializing in virtual worlds. Founded in 2006 and based in San Francisco, the agency's clients include 20th Century Fox, Warner Bros., Toyota, Microsoft, Intel and Coca-Cola.

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