

Millions of Us to Bring Global Brands into HiPiHi

HiPiHi™, China's virtual world platform creator, and Millions of Us, Inc., an agency specializing in virtual worlds, today announced a partnership designed to help global brands engage Chinese consumers through virtual campaigns. HiPiHi will benefit from Millions of Us' expertise in carrying out innovative campaigns in virtual worlds, along with a fast-growing client roster that includes Warner Bros., Intel, Toyota Scion and 20th Century Fox. Millions of Us' creative team - and by extension, the agency's clients - will gain access to technical tools on the HiPiHi platform.

San Jose, CA (PRWEB) October 11, 2007 -- HiPiHi™, China's virtual world platform creator, and Millions of Us, Inc., an agency specializing in virtual worlds, today announced a partnership designed to help global brands engage Chinese consumers through virtual campaigns. HiPiHi will benefit from Millions of Us' expertise in carrying out innovative campaigns in virtual worlds, along with a fast-growing client roster that includes Warner Bros., Intel, Toyota Scion and 20th Century Fox. Millions of Us' creative team - and by extension, the agency's clients - will gain access to technical tools on the HiPiHi platform.

HiPiHi is currently in beta and is expected to go live by the end of 2007; it is poised to become a key environment for Chinese virtual world users. Rapid adoption of virtual worlds in other Asian markets suggests that HiPiHi will be an attractive platform for global advertisers to interact with increasingly affluent Chinese consumers.

HiPiHi chose to partner with Millions of Us because of the agency's ability to attract top-tier global brands, its proven success in deploying campaigns on multiple virtual world platforms, and the caliber of its creative team. Millions of Us and its clients will benefit from HiPiHi's market leadership and its commitment to advancing platform interoperability through collaboration with other virtual world platform operators.

"We're confident that HiPiHi will be home to an extremely desirable and fast-growing set of tech-savvy, high-income Chinese consumers, and that this will be of extreme interest to global advertisers," said Xu Hui, CEO, HiPiHi. "The challenge is in establishing a meaningful, mutually beneficial relationship between brands and consumers in these virtual environments; the Millions of Us creative team knows how to create programming that engages virtual world residents on their own terms, and the success of their clients' campaigns proves it."

"We're building the world's premier virtual worlds agency, and the

Chinese market is obviously an essential component," said Reuben Steiger, CEO, Millions of Us. "HiPiHi is China's market leader, and we're delighted to offer our clients access to this community from the moment it goes live."

About HiPiHi:

HiPiHi Ltd., the China-based founder of the 3D virtual world. Founded in 2005, HiPiHi is actively building a global virtual world, where residents from different regions and cultures can interact with each other. HiPiHi is also making contributions to boosting the ecosystem of the 3D virtual world and establishing a world-wide collaboration in this market.

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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