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INTERACTIVE PICTURES



FROGSTER
ONLINE GAMING

TERA™

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Frogster brings TERA to Europe

Highly-ambitious action online role-playing game to set new standards and herald
a new generation of MMORPGs in 2011

Berlin, 14/07/2010: Frogster has secured the publishing rights to **TERA** and brings the highly-ambitious online role-playing game developed by Bluehole Studio Inc. to Europe. With this exciting new license, the Berlin-based publisher has landed a true heavyweight in the MMO genre. **TERA** already caused a big stir at the Electronic Entertainment Exposition (E3) in June with its spectacular real-time battles and impressive next-generation graphics. According to current plans, **TERA** is intended to revolutionize the genre from its release in 2011 onward in a German, English and French versions customized for the European market.

TERA – An online game world to set new standards in the genre

An impressive and highly-detailed virtual world with triple-A quality claim awaits thousands of players with **TERA**. Entirely developed in Unreal Engine 3, **TERA** transcends current representatives of the genre with breathtaking 3D graphical environments, thrilling animations and spectacular effects. The seamless architecture of the massive fantasy world including open dungeons guarantees a smooth and fluent game experience without any interruptions by loading times.

Dark powers are looming over the massive realms of **TERA**. It is only when players act together that they can protect their fragile home from an ultimate sinister threat. With six races and eight character classes, **TERA** offers an abundance of possibilities for character creation and development. The dynamic real-time combat system of **TERA** gets players engaged in battles considerably more actively than all conventional MMORPGs available on the market. By letting players actively dodge and block attacks, the impressive online role-

playing world departs from the genre's typical combat systems based on random statistics. Using the mouse and keyboard or a game controller, players of **TERA** have far more control of their character's movements. Thanks to sensitive collision detection players actively keep opponents at bay using swords and shields for example. **TERA** is set to be released in 2011 based on a subscription model.

"*TERA* will set completely new standards", commented Andreas Weidenhaupt, CEO of Frogster Online Gaming, upon the signing of the contract. "The licensing of this revolutionary online game world is one of the largest deals and milestones in Frogster's corporate history", agrees Christoph Gerlinger, CEO of the holding company Frogster Interactive Pictures AG.

Gang Seok Kim, the CEO Bluehole Studio Inc., added: "We are very glad that TERA is now making its official debut in Europe, as we firmly believe it is a critical region in the gaming industry. Bluehole sought out a partnership with Frogster because of their successful publishing ventures in Europe. Our biggest desire is to see European gamers enjoy and have fun with TERA, and we will make our best effort to that end."

Players can already register for a newsletter on a temporary teaser site, where they also find a first trailer: www.tera-europe.com.

About TERA

TERA is an innovative Action MMORPG with rich graphics and animations where players fully control their characters through the game's dynamic battle system. Player actions in *TERA* can change the balance of power in a world threatened by dark powers as six allied races work together to protect their world. The game, which is currently in development for PC, will launch in North America and Europe in 2011.

About Bluehole Studio

Headquartered in Seoul, South Korea, Bluehole Studio, Inc. aspires to become the preeminent global MMORPG developer through its unwavering belief in its people and its core values. Bluehole formed in 2007 with an intense focus on attracting pioneers and innovators with a shared vision to create the next flagship MMORPG for the global market. The studio's inaugural title, *TERA*, is scheduled to launch in Korea in 2010 and features a dynamic battle system, next-generation graphics, and a gamer-centric community experience. For more information, visit bluehole.net/eng.

Frogster – We take you to a new world!

The Berlin based Frogster Interactive Pictures AG, listed on the stock exchange, has focused on the growth sector of massively multiplayer online games (MMOGs) at an early stage already. The company licenses, markets and operates its virtual worlds for millions of players in Europe, Asia and North America. In Europe its subsidiary Frogster Online Gaming GmbH is taking care of the operating business of the Frogster group. The Korean joint venture Frogster Asia Co. Ltd. based in Seoul develops new MMO games with an internal team and markets virtual worlds in Asia. Frogster America Inc. based in San Francisco, USA, markets and operates MMO games in North America. At their offices in Berlin, Seoul and San Francisco, the Frogster group employs more than 200 staff members in the fields of game development, licensing, IT, web design and web development, product management, marketing, PR, web publishing, community management, customer support, hosting, sales, billing and finance/administration. In the year 2008, Frogster won the "Landmark in the Land of Ideas", a competition under the patronage of the German President. Additional information is available at: www.frogster.de

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