



FROGSTER
INTERACTIVE PICTURES



FROGSTER
ONLINE GAMING

TERA™

+++ Press Release +++

Arborea unveiled

The world of the state-of-the-art online game TERA relates its history

Berlin, 12/08/2010: Frogster, leading video game publisher based in Berlin, reveals some details about the lore of its highly-ambitious online role-playing game **TERA**. The developer Bluehole Studio Inc. spent years on the creation of the background of the vast world of Arborea. Here is just a glimpse on its depth.

In the beginning, there were two ancient gods. After spending thousands of years in a realm of eternal war, Shara and Arun fled a universe of endless battles. After hiding their weapons in a secret temple, they entered a deep sleep. As they slept, they began to dream – dreaming a new universe into existence.

Their resting flesh turned to stone over centuries and created the continents. To populate this new world, Arun and Shara dreamed a generation of gods, who in turn created mortal races.

But soon, greed and power struggles amongst these new gods caused the doom of this idyllic world. The so-called “Divine War” tore the world apart and resulted in a total disappearance of most gods. The few survivors were trapped in heavenly exile or hiding to heal their wounds. The mortal races were now free to act on their own, to prosper and to develop complex civilizations over centuries.

But a new evil has appeared, willing to bend them under its will, like the older gods used to do. The Argons, a race coming from the subterranean world started to wreak havoc on the

territories of the different races. Their only goal now seems to be the utter domination of the surface world.

The Argons first attacks were so strong that none of the surface dwellers were able to repel them. Therefore the Humans decided to forge an alliance named the "Valkyon Federation" with the Castanics, the Amani, the Poporis, the Barakas and the High Elves, the main factions of the world. This coalition was created with the goal of preventing the Argons from conquering the civilized races of the surface world.

Players of **TERA** enter this universe in a critical period for the Federation. Tensions are emerging among the members of the federation while the Argons slowly gain more ground. Many of the gods from Arborea's early days are rising again, meddling in mortal affairs, settling old scores, and trying to regain the divine power they lost at the end of the Divine War.

For more information regarding **TERA**, players can already subscribe to a newsletter on www.tera-europe.com, where a first trailer of the game is also displayed.

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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