



Avatar Reality Becomes EF Hawai'i Member

March 11, 2009 – The Entrepreneurs Foundation of Hawai'i is pleased to announce that Avatar Reality, Inc. has become a member company. Avatar Reality is developing Blue Mars, a new online massively multiplayer virtual world (MMVW) set on Mars in the year 2177.

With a donation of equity to EF Hawai'i, Avatar Reality has made a commitment to corporate philanthropy and community involvement. When Avatar Reality has a liquidity event, EF Hawai'i will sell its shares and use the proceeds to establish a charitable fund for the company. While awaiting the liquidity event, EF Hawai'i will help connect Avatar Reality to community service activities that fit the company's interests and resources.

EF Hawai'i thanks Avatar Reality President Kazuyuki Hashimoto; Mastermind (and EF Hawai'i Board Member) Henk Rogers; and their team for this generous grant and looks forward to working with the company to support the Hawai'i community.

About Avatar Reality



Avatar Reality's mission is to utilize the leading-edge in computing technologies to build serious entertainment for the masses. The company is developing Blue Mars, a new online massively multiplayer virtual world (MMVW), featuring stunning graphics, realistic characters and endless social bonding opportunities. Set on Terraformed Mars in the year 2177 AD, players will be able to live out their fantasies through personalized avatars.

About EF Hawai'i

The Entrepreneurs Foundation of Hawai'i, a 501(c)(3) nonprofit organization, engages entrepreneurial companies in community service and philanthropy.

- Community service: EF Hawai'i helps companies establish a community service program for their employees.
- Philanthropy: EF Hawai'i accepts donations of company equity. When there is a liquidity event, EF Hawai'i places 50% of the proceeds in a company-advised charitable fund. The remainder is retained by EF Hawai'i to support its programs.

For more information, please visit www.efhawaii.org or e-mail info@efhawaii.org.

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