

RIVERS RUN RED NOW DEVELOPING 3D WEB SPACES BUILT ON NEW GOOGLE TECHNOLOGY

Renowned Design and Development Company Launches Its First Customized 3D Space on the Web Using Lively by Google



SAN FRANCISCO, JULY 8, 2008 - Rivers Run Red, the immersive spaces company™, today announced it is developing customized 3D spaces built in Lively, a new product by Google™. Rivers Run Red also has a new design team in place to keep up with the anticipated high level of demand for companies/brands looking to incorporate Lively by Google as part of their digital strategies. Rivers Run Red is a participant in the Preferred Developer Program for Lively by Google.

Lively by Google is a product that lets people create and share persistent, virtual spaces on the web. As a lightweight application fully integrated with the web, Lively rooms can be embedded on websites and blogs all over the web with just a snippet of code. Lively users can also stream their own content, such as videos and photos, directly into their rooms.

“In the last five years, we have encountered high demand from companies looking to provide 3D experiences for their communities on the web,” said Justin Bovington, CEO of Rivers Run

Red. “Lively by Google is a promising solution for web-based 3D environments and will only help to make the prospect of the 3D Web a reality.”

Rivers Run Red created its first 3D space in Lively, called ‘Avalon,’ which serves as a demo area for visitors to explore how Lively can help turn their content into a destination. To view the room on Lively, please visit: <http://www.lively.com/dr?rid=-7255981103276414777>

About Rivers Run Red

Rivers Run Red™ is an immersive spaces company, developing content, applications and business tools for the emerging 3D Web. As an industry-leading development company, instrumental in the evolution of the virtual worlds market, Rivers Run Red works with some of the world’s largest companies in the extension of their digital strategies. Rivers Run Red is located in London and San Francisco.

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RIVERS RUN RED™

THE IMMERSIVE SPACES COMPANY