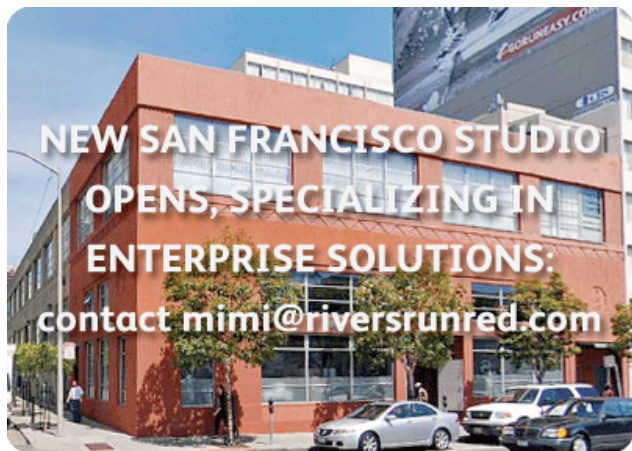


## RIVERS RUN RED OPENS NEW SAN FRANCISCO LOCATION



SAN FRANCISCO - FEBRUARY 4, 2008 - Rivers Run Red, the immersive spaces company™, announced the opening of its new, larger studios in San Francisco. Though Rivers Run Red has already been in San Francisco for the last 2 years, the purpose of the expansion is to provision space for the hiring of additional programmers, designers, and support staff. The facility also includes demo and client meeting facilities. The new San Francisco studio serves as Rivers Run Red's base of operations for virtual worlds solutions in the USA.

“We are very excited about our expansion in the US at a time when the virtual worlds market is at a crossroads of growth,” says Justin Bovington, CEO, Rivers Run Red. “Again, Rivers Run Red is well positioned to lead as we continue to evolve from virtual worlds to the 3D web.”

### **About Rivers Run Red**

Rivers Run Red is an immersive spaces company, developing 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, including Diageo, Vodafone and Unilever.

Rivers Run Red is located in London and San Francisco. For more information about Rivers Run Red, please visit <http://www.riversrunred.com>

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**RIVERS RUN RED™**  
THE IMMERSIVE SPACES COMPANY