



World's first Facebook massively multiplayer online game

IMPERIAL GALAXY™

FOR IMMEDIATE RELEASE
Sydney, 17 December 2007

Creative Enclave Pty Ltd has today released an open beta test of IMPERIAL GALAXY, its mmog Facebook application. This is believed to be the first truly massively multiplayer online game on a social networking platform.

The game lets potentially millions of Facebook friends all interact at the same time as players in a dynamic science fictional universe based on the forthcoming novel *A Confusion of Princes* by *New York Times* bestselling author Garth Nix.

In IMPERIAL GALAXY players and their Facebook friends take the part of noble princes (the term is used for either gender) serving in the Imperial Navy of a galactic empire. Unlike in many other mmogs which divide players into servers or shards, everyone is in the same persistent, dynamic universe, and what the players do will shape both their own future and decide the fate of a vast interstellar empire that is beset by enemies.

As a Facebook application, each player's avatar in IMPERIAL GALAXY can be displayed on their Facebook profile and that portrait reflects their achievements in the game, showing their rank, medals and decorations. Players can join and lead fleets of their friends, and news of their exploits appears in Facebook newsfeeds and profiles.

Randal Leeb-du Toit, the well-known Australian web entrepreneur who joined the board of Creative Enclave Pty Ltd as Chairman earlier this year said, "Imperial Galaxy combines both an innovative approach to creating a truly dynamic, universal mmog with the strengths of the Facebook social network. This is an addictive, open-ended game with tremendous potential."

The game, brainchild of software developer Phil Wallach and author Garth Nix, has been in development for more than four years but the decision to do a Facebook version was only made earlier this year.

“We decided to do a Facebook ‘teaser’ game about five months ago,” said Wallach. “But as we developed that subset of the bigger game, and started playtesting it, we realized that the Facebook version could provide all the gameplay we wanted, and we would benefit from leveraging off Facebook’s enormous user base.”

“We designed a game we wanted to play,” said Garth Nix. “We knew we couldn’t compete with the amazing first-person 3D graphics of games like ‘World of Warcraft’. But we figured we *can* compete in gameplay, and by having a persistent, dynamic universe. Even if we get literally millions of players, they’ll all be in the same persistent universe — it doesn’t just respawn or go back to its standard storyline every few hours, so someone else can kill the boss or do the quest. What players do or don’t do will eventually effect the entire fate of the Empire.”

“We’re really looking forward to seeing what happens,” added Wallach. “There are many, many aliens, rebels and pirates out there. We’ll need a lot of players and they’ll need to organize their friends, in order to save the Empire . . .”

The Open Beta test of Imperial Galaxy was released at 12:01am US Eastern Time on 17 December 2007. The full commercial release is planned for February 2008 and will incorporate new features and enhancements.

The Imperial Galaxy website is www.imperialgalaxy.com

About Creative Enclave Pty Ltd

Creative Enclave www.creative-enclave.com was founded in 2003 by programmer and games designer Phil Wallach (www.base.com.au) and author and games designer Garth Nix (www.garthnix.com). Les Petersen (www.lespetersen.com.au) joined as Art Director in 2005 and Randal Leeb-du Toit (www.metarand.com) as Chairman in 2007.

IMPERIAL GALAXY is the first of a number of games to be released by Creative Enclave over the next twelve months. Creative Enclave is based in Sydney, Australia.

A Confusion of Princes by Garth Nix, the novel on which the background of the IMPERIAL GALAXY game is based, will be published in 2009, by Allen & Unwin in Australia and HarperCollins in the USA and UK.

For further information or to request an interview:

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Screenshots in file “Imperial Galaxy Screenshots” attached to the same email as this release. More images available or simply play Imperial Galaxy yourself on Facebook.