

Linden Lab and Rivers Run Red Partner to Boost Virtual Collaboration and Productivity

Immersive Workspaces™ 2.0 now available on the Second Life Grid™

SAN FRANCISCO, Calif. – October 20, 2008 – Linden Lab®, creator of the virtual world Second Life®, today announced that Rivers Run Red's Immersive Workspaces 2.0, a comprehensive virtual world collaboration solution, is now available on the Second Life Grid. The companies also announced a strategic partnership to sell and market each other's products, either individually or jointly, and to explore developing and deploying additional offerings for Linden Lab's growing base of enterprise customers.

With enterprise use of the Second Life Grid on the rise, organizations are investing more in their virtual environments and moving mission critical aspects of their businesses into the virtual world such as distance learning, product prototyping and collaboration. This migration has created demand for a solution that enables organizations to quickly implement, configure and populate a virtual world environment suitable for their needs. Immersive Workspaces meets these needs by pre-configuring workspace options and wrapping the Second Life Grid solution in a web-based framework rich with familiar tools and interfaces.

The Second Life Grid is a technology platform for constructing and experiencing virtual world environments and applications. A series of advanced content creation and transaction tools enable individuals and organizations of all sizes and types to build unique virtual environments or buy pre-configured solutions such as Immersive Workspaces. Organizations then have the option of a completely exclusive and secure experience, with no connectivity to the Second Life mainland, or a connected experience that enables employees to traverse the two domains without having to log on or off.

Immersive Workspaces enables organizations to construct custom virtual work environments - including meetings rooms and design centers - that can dramatically change the way they collaborate and communicate. A set of tightly integrated web-based applications and the ability to seamlessly upload and integrate real world content – e.g., PowerPoint – brings enterprise-level efficiency and flexibility into a virtual world.

“In today's financial climate, every enterprise regardless of size or industry is looking for ways to increase productivity, reduce costs, and boost overall profitability,” said Mark Kingdon, Chief Executive Officer, Linden Lab. “With documented benefits and use cases and enterprise-ready applications such as Immersive Workspaces from partners such as Rivers Run Red, the Second Life Grid is the ideal platform for enterprises looking to add a virtual element to their operations.”

Offering more features, flexibility and privacy options than competitive virtual world platforms, the Second Life Grid enables enterprises to increase productivity and cut

travel costs by moving meetings, prototyping, collaboration, training, process simulation and other efforts to a virtual environment. Industries that have built and invested in custom environments include small business, the enterprise, healthcare / pharmaceutical, finance, consumer products, high tech, education and defense. To facilitate adoption and successful use of the solution, Rivers Run Red will provide Immersive Workspaces-related product and content development services to Linden Lab's customers and Solution Provider community.

"With the release of Immersive Workspaces 2.0, the enterprise is now presented with a premium, one-stop solution for collaboration, communication, and training that provides them with tangible ROI," said Justin Bovington, CEO of Rivers Run Red.

For more information about Immersive Workspaces on the Second Life Grid please visit <http://www.immersivespaces.com>, <http://www.secondlifegrid.net> or contact business@lindenlab.com.

About The Second Life Grid and Linden Lab

The Second Life Grid is a technology platform that enables organizations to build custom virtual world environments and applications. Offering the industry's most advanced content creation, land management and transaction tools, the Second Life Grid enables individuals, educators, researchers and organizations to increase productivity and cut travel costs by moving meetings, prototyping, training and other efforts to a virtual environment. In 2003, Linden Lab launched Second Life, an acclaimed 3D online world built on the Second Life Grid. Inhabited by hundreds of thousands of Residents across the globe, the Second Life virtual world has a fully functioning economy and empowers its users to create content, interact with others, launch businesses, collaborate and educate.

Linden Lab was founded in 1999 by Chairman of the Board Philip Rosedale and is headquartered in San Francisco. The company is led by CEO Mark Kingdon, the former CEO of Organic, Inc., and counts noted software pioneer Mitch Kapor, founder of Lotus Development Corporation, among its board members.

About Immersive Workspaces and Rivers Run Red

Immersive Workspaces™ is a premium collaboration solution, enabling enterprises to communicate and collaborate in a rich, 3D environment. Developed exclusively for the Second Life Grid™ platform and private networks, Immersive Workspaces harnesses the potential of virtual worlds and 3D immersive environments to help solve ecological, collaboration and communication issues facing many organizations today.

Rivers Run Red is an immersive spaces™ company, developing content, applications and business solutions 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. For more information about Rivers Run Red, please visit <http://www.riversrunred.com>

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