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Arabic Allods Game Launches Open Beta in the Arab World

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Mail.ru, the largest Internet company in the Russian-speaking world and the developer of several major online games, and Game Power 7 the leading and pioneer online game publisher in the Arab World are proud to announce Arabic Allods, the first AAA massively multiplayer online role-playing game for the Arab gamers.

The free-to-play title brings Arab-speaking MMO fans across the world into a universe of epic fantasy and fierce conflict with a deep and captivating storyline. Arabic Allods takes place after the destruction of the planet of Sarnout and the subsequent formation of the namesake Allods. These mystical islands float in the Astral, an expansive living substance that makes up the compelling game world. Adventurers will explore the numerous Allods as they battle against a wide range of enemies – and each other.

Arabic Allods features classic fantasy MMORPG gameplay that fans of the genre's most successful titles can enjoy. It features extensive questing, intense player-versus-player combat, mysterious space exploration, in-depth character development and full integration with major social networks such as Facebook and Twitter.

*** To be continued***



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In the Astral, players will have the chance to build their own battleship and put their wits and muscles to the test in larger-than-life Astral battles, the game's giant fights between competing 'Astral ships' manned by multiple players. Arabic-speaking adventurers from all over the world will have to choose between six races and nine character classes after choosing their allegiance between the two warring factions: the League and the Empire. As with all Game Power 7's titles, the game environment and characters have been localized and culturalized to suit the beliefs and values of the region.

The original game, Allods Online, has received numerous awards as the Audience Choice Award, the title of the Best Online Game of KRI, the Best Game of KRI and the Best Game Sound of KRI .

I am delighted that Arabian players become familiar with our game, one of the best MMORPG ever created in Russia. Allods Online has a unique setting, into which we have invested a lot of work. I'm sure the game will be a well-deserved success, especially with such a remarkable partner as Game Power 7, said Vitaly Golban, Head of Global Publishing Team.

"We are very excited to cooperate with a company of the scale of Mail.ru on such a successful game. Arabic Allods is by far the largest and the most exciting localized game in the Arab World and we are very thrilled to service it for our players" said Fadi Mujahid, Game Power 7 CEO and Co-Founder. "Arab gamers have proved their passion to good online games, and it is about time to get a AAA title for them.

We are confident that Arabic Allods will have a major impact on the overall online games industry in the Arab territory "

Arabic Allods has gone through a very successful Closed Beta Test period with over 65% of the invited players joining the game testing phase. The game will be open for all interested gamers starting today with the launch of the Open Beta test period.

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To Editors

Game Power 7 was founded in 2007 as the first leading Arabic company in the field of online and mobile gaming.

As a part of the media group Spacetoon International, Game Power 7 presented innovative products based on localizing games from different cultures to fit the Arabic culture, values and traditions.

Relying on Arab talents, the company released a variety of exceptional games, the most popular one was Arabic Rapplez launched in 2008 as the 1st Arabic 3D online game. The game populations exceed one million players.

Game Power 7 has operation centers in three Arab countries with the headquarters in Dubai Media City. As part of the company's dedication to managing the community of Arab gamers, the company uniquely formed a Community Management QA team and a Culturalization and Cultural Content team.

Game Power7 has created a network of international business relations, that in-turn made the Middle East a magnet for world-class game developers. The company also supports many social programs for youth and local communities.