

Travelling through Second Life with Brussels Airlines

BRUSSELS, 20 JUNE 2007 – Thanks to Brussels Airlines, Internet users can now easily vote for and visit the best islands in Second Life, the famous virtual world with over a million inhabitants worldwide.

From today, you will find new interactive voting boxes installed on some twenty islands in Second Life selected by Brussels Airlines. These voting boxes allow you to vote for your favourite island.

On the b.places website (www.b-places.com), you will find a list, updated in real time, of the places that have received the most votes. A direct link will take you straight to each of these destinations inside Second Life itself. You can also suggest personal favourites that you may have stumbled across in the course of your wanderings in this parallel universe. The ambition of b.places is to use the contributions from Internet users to become a true guide to the “places to be” in Second Life.

The interactive voting boxes will also provide you with a free HUD (heads-up display). This special window attachment is an addition to the traditional Second Life user interface, and offers you short cuts to the islands voted for on b.places. The HUD of Brussels Airlines also enables you to fly faster in the Second Life universe.

“Speed and efficiency of service are two fundamental values of our airline”, explains Audrey Benoit, Head of eBusiness at Brussels Airlines. “Our customers need to find the quickest route to their chosen destination, easily. Today, we are giving this same commitment to Second Life by guiding users to the best places to visit within this immense virtual universe. B.places is positioning itself as a genuine travel agency - just like Brussels Airlines in the real world. For us, this is

a fantastic opportunity to attract new customers, thanks to the cosmopolitan character of Second Life, bringing together Internet users all over the world. We have an international ambition for this project."

"We are currently seeing a increase in the power of virtual worlds like Second Life and World of Warcraft", explains Grégory Heeren, Account Manager at the Emakina agency, which conceived this campaign in collaboration with bluepill Group. "Major brands cannot go on ignoring these communities with their millions of members forming real parallel worlds. With this project, we hope to bring real added value to the inhabitants of Second Life, and not just to play on the fashion aspect like some other advertisers."

Some facts and figures about Second Life

- Established in 2003 by Linden Lab, Second Life is a 3D universe which allows you to lead a "second life" by creating your virtual alter ego (or "avatar"). The unique feature of Second Life is that the greater part of its universe is created by the inhabitants themselves, who organise daily conferences, concerts, political debates, exhibitions and more.

- Second Life has its own currency, the Linden dollar, fully convertible into real American dollars. The micro-economy of Second Life includes many sellers making a living by offering virtual goods and services to the other residents of Second Life. The volume of such transactions amounts to some 5 million Linden dollars a month.

- More than 6 million avatars have already been created in Second Life. A study by consultants comStore recently revealed that around 1.3 million people downloaded the Second Life software and connected to it last March. 61% of these users were in Europe, against 19% in North America.

- The Gartner consultancy estimates that, by the end of 2011, 80% of the most active web users will have created an alter ego in a virtual universe like Second Life.

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About Emakina:

Founded in 2001, Emakina is Belgium's leading independent agency. Emakina provides consulting, creative, design and technical services to many domestic and international customers such as Fortis, Proximus, D'Ieteren, Electrabel, Total, Brussels Airlines and Wrangler. Since 7 July 2006, Emakina has been exchange-listed on Alternext, the segment of Euronext reserved for fast-growing SMEs (code: ALEMK). Last year, Emakina Group sales totalled 8 448 423.21 euros.