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## **CityInfinity Marks TechCrunch50 Participation with Raffle for Virtual Buildings**

**San Francisco, CA, Monday September 8, 2008** -- CityInfinity's first public pre-launch activity, the DemoPit on TechCrunch50's opening day, is being marked with a raffle open to all conference attendees. The winners, amongst the first residents of CityInfinity, will have an online presence as soon as CityInfinity launches.

CityInfinity is the web's universally accessible, evolving and dynamic 3D city sprawling across varied scrollable zones, with a landscape and skyline evolving with the influx of residents who choose their buildings. The buildings not only represent real investments on virtual residential and commercial properties - bought, rented and sold with real money -, but also provide high impact, effective advertising vehicles, visible from every 3D angle on the website. Moreover, each building links to the user-generated homepage provided to new owners or to their chosen external websites, while public buildings owned by CityInfinity contain a wide variety of social networking forums, entertainment centers and activity spaces.

CityInfinity is segmented into various zones within a unified virtual environment, presenting opportunities for better targeted advertising campaigns and enhanced brand positioning.

On its imminent launch, CityInfinity will be instantly and universally accessible to all through a web browser: there are no plugins or software to download, no avatars to create, and no registrations or logins to effect (except to buy property). CityInfinity is powered by CityInfinity Interchange Core (CiiC), an open-architecture proprietary technology bringing 3D-rendered virtual environments directly to the web.

CityInfinity merges a congregation of profitable residential and commercial properties which are impeccably 3D-rendered and designed, user-generated homepages and links to external websites, novel advertising platforms and an eclectic spectrum of social networking experiences. It will be happy to announce the winners of the TechCrunch50 raffle on Wednesday September 10, and to welcome them to CityInfinity.

### *About TechCrunch50*

*Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry's most influential venture capitalists, corporations, angel investors, fellow entrepreneurs and the international media. Companies are selected to participate exclusively on merit. techCrunch50 is supported by corporate sponsors Google, Microsoft, MySpace and Yahoo!, as well as venture capital firms including Sequoia Capital, Mayfield Fund, Clearstone Venture Partners, Charles River Ventures, Founders Fund and Fenwick & West.*

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