

# Free Hello Kitty game in 3 months

THE new massively multi-player online role-playing game (MMORPG) *Hello Kitty Online* will launch in Malaysia and Singapore in May under an exclusive licensing agreement between local digital media company Oriented Media Group Berhad, through its Singapore-based unit Oriented Games Pte Ltd, and Sanrio Digital (Hong Kong) Ltd.

*Hello Kitty Online* is the much-anticipated MMORPG based on the popular Sanrio franchise. It combines social media services, the ever-growing popularity of massive multi-player online gaming, and popular Sanrio characters such as Hello Kitty, Badtz-Maru and Keroppi.

The game allows players to explore and

adventure in the virtual world of Sanrio Land, which comprises several uniquely designed zones and cities.

Gamers will interact with one another within the virtual world as well as the associated Web portal SanrioTown.com, which furthers Sanrio's objective to promote social communication.

*Hello Kitty Online* is free to play. The game provides optional digital items for purchase for players who wish to enhance their game experience.

Consumers can pre-order limited-edition box sets of the game directly from the Malaysian and Singaporean portals at [HellokittyOnline.my](http://HellokittyOnline.my) and [HellokittyOnline.sg](http://HellokittyOnline.sg).

