



3B Launches Next Generation Online 3D Social Media Sharing Experience

3B Adds a Rich Compelling 3D Experience to Existing Media Sharing, Photo & Video Sites, Blogs, Conventional Sites and More; Adds Personalized Avatars to Enhance Environment

San Francisco, CA and London, ENGLAND – November 7, 2006 – As one of only 13 companies chosen as a Launchpad company to present at the prestigious Web 2.0 conference, 3B, the next generation of 3D software and online experiences, will unveil a new online 3D entertainment experience, which allows users to have creative control over their personal 3D space.

In a 3B environment, the user selects one of a wide range of themed 3D spaces, to decorate and personalize, as well as display their MySpace content, other web pages, including their friends' web pages, photos and more. For example, users can add their favorite football sites to a 3D stadium, their photos to an art gallery, or their MySpace content to a customized themed environment. These new spaces can be shared just as one might share a web page or kept private.

3B is also announcing the addition of personalized avatars to their offering. Not only can users invite their friends over to hang out and chat in their newly designed 3D space, but they can each create and dress their own fully animated 3D character (and new online persona) with 3B's range of customizable avatars.

3B provides the perfect place to host a gathering in spaces like exclusive themed clubs, the beach or a quirky retro cafe. For music fans, there are emo, rock and hip-hop themed spaces, and for sports fans, there are showrooms filled with sports cars as well as basketball courts.

3B is free for users, easy to use and individualized. Users can now create their 3D space in just two clicks, simply by using their existing web pages or photos, and selecting a 3D theme.



About 3B

Three-B (3B) International is a software development and services company founded in 2003. 3B is dedicated to creating the next generation of 3B software and online experiences. 3B enables users to create their own 3D spaces, and socialize with their friends' avatars. 3B also offers larger topic oriented 'city' environments covering numerous subjects ranging from comics to fashion to travel destinations, featuring blogs, social media sharing and photo sites, as well as conventional websites. Within 3B there are more than two hundred 3D retail stores enabling a window shopping experience. 3B's business model is paid-for advertising in user created spaces as well as larger cities. The company has offices in London UK and Cape Town, South Africa with a US office coming soon. Please visit us at www.3B.net

Contact 3B

Renee Blodgett
Blodgett Communications
617.620.9664
pr@3B.net

