

**Contact**

Ellie Humphrey  
[elliehumphrey@perblue.com](mailto:elliehumphrey@perblue.com)  
@ParallelKingdom



**PerBlue Brings Location Based Gaming to the Web**

**Madison, WI** — PerBlue, maker of the popular location-based RPG game, Parallel Kingdom (PK), is excited to announce the launch of a web browser client for the game. Recently released from beta testing, the game's web version is now officially open to the public.

You may have heard of Parallel Kingdom before, in part because it is not a new game. Available for Android and iOS enabled devices, the mobile game is approaching 750,000 players worldwide. The most dedicated PK players have been fighting monsters and claiming virtual territory since 2008.

"This launch is a huge turning point for PK, and we are all excited to bring PK to a whole new world of players." says PerBlue CEO, Justin Beck.

Parallel Kingdom is the first location based game to cross from mobile to web. With the addition of the PK web client, the game is now accessible to a much wider audience. PK developers created a totally new and unclaimed world, ideal for players just getting started. The sleek new UI offers a full screen game map and better social game play options.

Parallel Kingdom web is free to play and is now available for new users. Visit the [Parallel Kingdom](#) website to create an account and begin playing today. Space is limited, get there before your neighborhood is claimed!

###

**[Parallel Kingdom](#)**

Parallel Kingdom is a location based, massively multiplayer game that uses GPS location and Google Maps to place users in a virtual world. Parallel Kingdom is the first location based RPG for the iOS and Android platforms. Parallel Kingdom recently marked its 1,000th day of game-play, and is approaching 750,000 players worldwide. The game is set in a virtual world or "Parallel Kingdom" where users claim their territories based on their GPS location or by making friends who invite them to travel to new places. Parallel Kingdom is a freemium game and utilizes a virtual goods revenue model.

**[PerBlue](#)**

PerBlue is a privately held mobile and social gaming software company based in Madison, WI. PerBlue was founded in 2008 by University of Wisconsin students and now employs over 35 full-time people.