



**Ethan Haas Was Right.  
Mind Storm Labs Reveals the truth about this mysterious website**

Answers to the questions surrounding Ethan Haas Was Right can now be found. Mind Storm Labs launches their new website for their upcoming RPG Alpha Omega

**ETHAN HAAS WAS RIGHT!**

ORLANDO, JULY 2007 – It turns out Ethan Haas was right. The teaser website [www.ethanhaaswasright.com](http://www.ethanhaaswasright.com) attracted over 6.5 million hits in 14 days, allowing visitors to solve a series of puzzles and problems to reveal clues leading up the release of the new Mind Storm Labs game, **Alpha Omega**. Mind Storm Labs, headquartered in Ottawa, Canada, launched the viral Ethan Haas site to engage visitors in a challenge to unlock some of the mysteries of the **Alpha Omega** world.

Co-creators David Carter and Earl Fischl began their quest to create the rich, diverse universe of **Alpha Omega** in early 2005, after being inspired by theories of alien races visiting Earth and affecting the outcome of humanity. To this end, two of the main catalysts in the ever-evolving plotline, the Seraph and the Ophanum, are alien species fighting an ancient war on Earth. Beyond that, an unlimited virtual world full of exciting characters, locations, situations and plots await the players of **Alpha Omega**.



**Alpha Omega** takes place in a futuristic, war-torn, and savage Earth, where society as we know it no longer exists, once great cities have been reduced to rubble and decay. New city-states literally rise from the ashes and offer refuge to those survivors that dare to carry on. New species of animals and plants populate the Earth, mixing, interacting and fighting to survive.

**Alpha Omega** has positioned itself to stand alone from other RPGs. Carter and Fischl have created a richly painted universe that is limitless in detail, expansion and content, supported by a layered system of game mechanics which allow players to customize their game play experience. Even those uninitiated into the world of RPGs will be able to enjoy and participate in **Alpha Omega**. Alpha Omega is all about imagination and players are encouraged to use their own to create characters, equipment, powers, abilities, etc. to make Alpha Omega their own.

On August 1, 2007, the [www.AlphaOmegathegame.com](http://www.AlphaOmegathegame.com) site will go live, allowing visitors to experience the world Mind Storm Labs has created, and to preorder hard or electronic copies of the game.



Alpha Omega can be experienced live at Wizard World Chicago Convention (Rosemont Convention Center, August 9 – 12, 2007) and GenCon Convention (Indiana Convention Center, August 16 – 19, 2007).

Mind Storm Labs has retained Red Interactive Agency, Studio City, California [www.ff0000.com](http://www.ff0000.com) for web design, and Promoguys Marketing Group, LLC, Red Bank, New Jersey, [www.promoguys.com](http://www.promoguys.com) for marketing, event and press.

All press inquiries should be addressed to Michael D'Alessio, Promoguys Marketing Group, LLC, [media@mindstormlabs.com](mailto:media@mindstormlabs.com) , 732.758.8303 phone, 732.758.8302 fax.

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