Neopets is launching open beta for a new mobile site

The beloved online game Neopets is launching an open beta for a new mobile site, the company announced on Twitter Friday. “The Neopets Mobile Beta has arrived! Now you can explore the breathtaking land of Neopia from the palm of your hand!” the very excited company tweeted.

In a video posted to Twitter, Neopets brand manager Stephanie Lord thanked fans for their support over the past 20 years, and encouraged fans to test the site. “While this is an open beta, we’re in the very early stages of development and looking forward to all your feedback to help guide the product moving forward.”

Neopets has been slowly fading over the past several years, but has maintained a cult following, especially among young women who credit the site with helping them learn to code. Its creators sold the site to entertainment behemoth Viacom in 2005, which later sold it to JumpStart, a company that makes educational games for younger children.

The mobile beta isn’t Neopets’ first venture into mobile. Its *Legends and Letters* game, which its CEO described as a combination of “Neopets lore, a puzzle game mechanic, and battles,” launched last year. The game revived Neopets characters from the early 2000s, but was met with mixed reviews.

We’ve reached out to JumpStart for more details about the Neopets revival and will update when we hear back. To check out the beta just log into the Neopets site from a mobile browser.

https://www.theverge.com/2020/6/6/21282531/neopets-beta-mobile-site