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GEARBOX SOFTWARE LICENSES NATURALMOTION'S *morpheme* ANIMATION ENGINE FOR UPCOMING TITLES

SAN FRANCISCO, Calif. - February 14, 2008 - NaturalMotion, Ltd., developers of the highly acclaimed *euphoria* and *endorphin* motion synthesis technologies, announced today that Gearbox Software has licensed the *morpheme* animation engine and will be integrating it into upcoming Unreal Engine 3 titles.

"NaturalMotion's *morpheme* is poised to make a huge impact on the animation pipelines at Gearbox Software. Gone are the days of building countless transition and tweening animations," said David Carter, Director of Animation at Gearbox Software. "*morpheme* takes care of it all, while placing the 'look' of AI behaviors complete in the hands of our animators."

morpheme is robust animation middleware designed to give developers and animators unprecedented creative control over the look of their final in-game animation by allowing them to author and preview blends, blend trees and transition graphs in real time.

"Gearbox Software has a strong pedigree of AAA-titles, and we are delighted they have chosen *morpheme* for their upcoming games," said Christian Staack, NaturalMotion's VP of Sales, North America, Japan, Australia. "Employing NaturalMotion's technology will help Gearbox continue to push the already high quality levels of their titles"

About *morpheme*

morpheme consists of two components: *morpheme:runtime* and *morpheme:connect*. *morpheme:runtime* is a run-time engine optimized for PS3, Xbox 360, PC and Wii, and ships with full source code. *morpheme:connect* is a powerful 3D authoring application that allows animators to graphically author blend trees and transition logic (based on Hierarchical Finite State Machines), modify and edit parameters through sliders and view the results in realtime. *morpheme* is designed as a flexible and open system and does not require the licensing of any other product. Unlike *euphoria*, *morpheme* is not based on Dynamic Motion Synthesis. Instead, *morpheme* complements *euphoria*'s advanced real-time behaviors.

About Gearbox Software

Gearbox Software, located in Dallas, TX, is respected industry-wide for their ability to create award winning, bestselling interactive entertainment. The company has established itself as an industry leader, developing games for many of the industry's top franchises including Halo: Combat Evolved, Half-Life: Opposing Force, Aliens and Tony Hawk as well as developing their own

blockbuster franchises in Brothers in Arms and Borderlands. The company is currently developing multiple original titles for next generation video game consoles and Windows Vista. Additional information regarding Gearbox Software can be found at www.gearboxsoftware.com..

About NaturalMotion

NaturalMotion Ltd. Is the first company to create 3D character animation software based on Dynamic Motion Synthesis (DMS), a technology that utilizes Adaptive Behaviours and artificial intelligence to simulate the human-nervous system. Based on Oxford University research on the control of body movements, NaturalMotion's *euphoria* synthesizes 3D character animation in real time on Playstation® 3, Xbox 360® and PC, thus creating unique game moments and previously unachievable interactivity. NaturalMotion's other DMS product *endorphin* creates off-line animation an order of magnitude faster than traditional techniques, and is widely used in the film and games industries, with customers such as Sony, Giant Killer Robots, The Mill, Capcom, Namco and Konami. NaturalMotion's third product, *morpheme*, is the industry's first graphically authorable animation engine designed to give animators full control over the look of their animations in-game.

For further information please visit NaturalMotion's website www.naturalmotion.com, or join the 80,000 *endorphin* LE users at community.naturalmotion.com.

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