



For Immediate Release
Feb. 5, 2007

NaturalMotion Hires Andy Payne as VP of Sales Europe

Former Alias/Autodesk Strategic Account Manager to Drive morpheme and endorphin Sales

OXFORD, UK – Feb. 5, 2007 – NaturalMotion Ltd., developers of the highly-acclaimed Dynamic Motion Synthesis (DMS) technology, today announced that Andy Payne has joined the company as Vice President of Sales, Europe. Andy joins NaturalMotion from Autodesk, where he served as strategic accounts manager responsible for Maya and 3ds max sales into companies such as Electronic Arts, Sony, Microsoft, Moving Picture Company and Framestore CFC.

“Andy is the perfect guy to drive and expand our European sales,” said Torsten Reil, CEO of NaturalMotion. “With 14 years of experience at Alias and Autodesk, Andy knows the industry like few other people. What’s more, he’s joining us just in time for the morpheme launch at the end of February, so the timing couldn’t be better. We’re thrilled and proud to have Andy on board.”

“I am extremely impressed by NaturalMotion’s focus, the team’s expertise and the company’s innovative products,” adds Andy Payne. “There is a new wave of animation technology revolutionizing the production process, and NaturalMotion is at the forefront of it.”

Andy will operate out of NaturalMotion’s Oxford (England) headquarters, with Christian Staack (VP of Sales in North America) operating out of NaturalMotion’s San Francisco office.

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. In August 2006, NaturalMotion announced its third product, *morpheme*. *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 33,000 *endorphin* LE users at community.naturalmotion.com.

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