

FOR IMMEDIATE RELEASE

**AUSTRALIA'S ACADEMY OF INTERACTIVE ENTERTAINMENT JOINS
NATURALMOTION'S ACADEMIC PARTNER PROGRAM**

***Institution Is First In Nation to Offer Access to
Industry-Leading endorphin Animation Tool***

SAN FRANCISCO, CA and OXFORD, U.K. – Dec. 11, 2007 – NaturalMotion announced today that the Academy of Interactive Entertainment has become the latest member of the company's Academic Partner Program and the first educational institution in Australia to teach NaturalMotion's *endorphin* product.

"Endorphin is one of the most exciting tools in 3D production today, and the Academy of Interactive Entertainment is genuinely thrilled to be working with NaturalMotion to give our students the opportunity to work with it to strengthen their industry-ready skills," said Matt Curtis, Head of School, AIE Melbourne. "The AIE leads Australian training for the game industry by teaching state-of-the-art technologies that the industry uses, so *endorphin* is a natural fit into our professional games development course."

NaturalMotion's Academic Partner Program offers leading colleges, universities and 3D animation schools subsidized fast-track access to *endorphin* and select upcoming 3D technology from NaturalMotion. The Academic Partner Program is NaturalMotion's sustained effort to establish a growing network of students who are skilled in next-generation animation technologies.

As part of the Academic Partner Program, qualifying schools and universities will receive:

- *endorphin* licenses on all school PCs that are used for relevant courses, such as computer animation and games technology.
- Early access to select upcoming 3D technology from NaturalMotion.
- NaturalMotion technical and supervisory support for select academic projects.

Educational institutions wishing to enroll or find out more information about the Academic Partner Program should send an email to contact@naturalmotion.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 behaviors and artificial intelligence to simulate the human-nervous system. Based on Oxford University research, 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. In addition to licensing its technology, NaturalMotion is developing *Backbreaker*, an American football title for release in 2008.

For further information please visit NaturalMotion's website www.naturalmotion.com.

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