



PRESS RELEASE

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NaturalMotion Wins Prestigious Games Industry Award

Oxford, UK, 07 January 2005 -- NaturalMotion Ltd., an innovative British developer of dynamic motion synthesis technology, announced today that it has won a Front Line game development tools award for its 3D *endorphin* product. The award given by Game Developer magazine honours excellence and innovation in tools for game development and is presented to companies that advance the state of the art of games. In 2004, leading game developers including Sony Europe (The Getaway, Black Monday), Sony America, Namco (Tekken 5) and Rainbow Studios used *endorphin*.

NaturalMotion was founded in late 2001 and its first product *endorphin* is the industry's first Dynamic Motion Synthesis software. Based on AI and dynamics research, *endorphin* synthesises 3D character animation in real-time, thus dramatically cutting asset production time and costs. *endorphin* is rapidly becoming the tool of choice for high-end animation in visual effects, games and animation studios.

"NaturalMotion is delighted to have been given this prestigious award," comments Torsten Reil, CEO, NaturalMotion. "As the games industry moves into a new phase with next-generation consoles, the industry is recognising that the advanced animation techniques of *endorphin* will be crucial to game development. "

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About NaturalMotion Ltd.

NaturalMotion Ltd. is the creator of Active Character Technology (A.C.T.), a break-through in 3D character animation based on Oxford University research on the control of body movements. Founded in late 2001, the company's management team includes Nick Alexander (Chairman), former CEO of Sega Europe, Torsten Reil (CEO and co-founder), a graduate in Complex Systems from Oxford University who was recently named as one of the world's top 100 innovators by MIT's Technology Review, and Colm Massey (CTO and co-founder), a trained mathematician (Trinity College Dublin) and previously head of the award winning Virtual Human Project at MathEngine Plc.

The privately-owned company has received funding from the games, film and finance sectors. Its development team of software engineers, biologists, physicists and animators is located in Oxford, UK. For further information please visit NaturalMotion's website www.naturalmotion.com