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**GAMES ACADEMY OF GERMANY AND NATURALMOTION TEAM UP TO CREATE
THE NEXT GENERATION OF DIGITAL ARTISTS**

Students will utilize endorphin and other 3-D technologies in school's courses

OXFORD, U.K. – Nov. 13, 2007 – NaturalMotion announced today that they have entered into a partnership with Games Academy in Germany to integrate *endorphin* into the course curriculum. In addition to utilizing *endorphin*, students will also have early access to upcoming 3-D technologies from NaturalMotion along with the company's support for select academic projects.

"Thanks to NaturalMotion's support, we have the ability to integrate this exciting technology into student curriculum immediately," said Thomas Dlugaiczyk, principal and managing partner of Games Academy. "Upon graduation, students will have a leg up on the competition because we strive to provide the latest professional-grade tools found in the digital entertainment industry. The use of *endorphin* will be integral to helping our graduates create the next era of digital entertainment."

"We are thrilled that Games Academy has chosen to integrate *endorphin* into student coursework," adds Andy Payne, NaturalMotion's VP Sales for Europe and Asia. "The partnership highlights our commitment to support the educational market by giving access to our unique technology and growing the user base."

For more information on *endorphin* and how schools or universities can gain access to this unique animation tool, please contact one of our resellers listed on the NaturalMotion website or contact Rhian Mulcrone at +44 (0) 1865 250 575 or via email at 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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