



**For Immediate Release
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NaturalMotion and Rockstar Games, Inc. Announce Development Partnership
Upcoming Next-generation Titles to Utilize euphoria Motion Synthesis Engine

Oxford, UK – Feb. 27, 2007 – NaturalMotion, the award-winning developer of 3D animation technology based on Dynamic Motion Synthesis (DMS), today announced a partnership with Rockstar Games, Inc., the world-renowned publishing label, to integrate NaturalMotion’s revolutionary *euphoria* engine into upcoming next-generation Rockstar Games titles. Rockstar’s integration of *euphoria* is well advanced, with today’s announcement following several months of close collaboration between the two companies.

Based on NaturalMotion’s DMS technology, *euphoria* uses the processing power of PLAYSTATION®3 and Xbox 360™ to simulate the human body and motor nervous system, thus creating fully interactive game characters that act differently every time. With *euphoria*, games move away from canned animation, towards a much richer, life-like experience that is unique to the player.

“*euphoria* is about giving people an interactive experience they have never seen before. We now have the processing power to simulate humans, and the possibilities for games are endless,” said Torsten Reil, CEO of NaturalMotion.

“In Rockstar, we have found a partner that shares this vision, and is renowned for creating some of the most ground-breaking and immersive games in the industry. We are thrilled and honored to work with a partner of such high caliber, and look forward to helping create amazing titles.”

Further announcements regarding specific titles will follow at a later date.

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 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.

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