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NATURALMOTION TACKLING THE FOOTBALL VIDEO GAME GENRE WITH *BACKBREAKER*

Next-Gen Console Title Pushes the Envelope with NaturalMotion's euphoria Animation System

SAN FRANCISCO, CA and OXFORD, U.K. – August 22, 2007 – NaturalMotion, the company behind the groundbreaking *euphoria* animation technology featured in *Grand Theft Auto IV* and *Star Wars: The Force Unleashed*, today announced *Backbreaker*, an American football game developed exclusively for next-generation consoles. The title is slated for a 2008 release.

"*Backbreaker* is the first football game with truly interactive tackles. By utilizing our motion synthesis engine *euphoria*, players will never make the same tackle twice, giving them an intensely unique experience every time they play the game," said NaturalMotion CEO Torsten Reil. "Backbreaker puts players in the middle of the gridiron by providing a pure, realistic football experience only possible on next-generation consoles."

Backbreaker is more than just a new sports title, it's a new experience. Incorporating NaturalMotion's *euphoria* motion synthesis engine, *Backbreaker* will set the new standard for in-game animations in the football genre. In a departure from all previous football games, every tackle in *Backbreaker* is calculated and executed by the console in all its bone-crunching glory as it happens. Say goodbye to canned animations, and say hello to *Backbreaker*. For more information, please visit www.backbreakergame.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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