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**LEGEND3D HONORED FOR INDUSTRY EXCELLENCE AND TECHNOLOGY INNOVATION
ON NATIONAL AND LOCAL LEVELS**

Leading 2-D to 3-D Conversion Company Selected as Awards Finalist and Visionary 3-D Leader

SAN DIEGO, May 23, 2011 – [Legend3D, Inc.](#), the leading innovator in 2-D to 3-D conversion technology, today announced the company and its team are finalists for a trio of awards—[Ernst & Young Entrepreneur of the Year® 2011 San Diego Award](#), [The 2011 American Business AwardsSM](#), and [San Diego Business Journal's Information Technology Executive Of The Year Awards](#). It was also announced today that two of Legend3D's seasoned employees have been appointed to the Vision Committee for [The Visual Effects Society \(VES\)](#), a professional society dedicated to advancing the arts, sciences, and applications of visual effects worldwide. These honors are a testament to Legend3D's technology excellence and extraordinary success in the entertainment industry, and its profound impact on national and local business communities.

Recently, the market for 3-D conversion and content experienced rapid growth and Legend3D's work played a critical role meeting the industry's high demand for 3-D content. Over the past few years, Legend3D has significantly grown its team of skilled artists and stereographers around the world to support its dedication to seamlessly complementing the storytelling process through 3-D conversion.

"Our management team and artistic staff are proud to be identified as visionary leaders with such a prestigious lineup of honors," said Dr. Barry Sandrew, founder and COO/CTO of Legend3D. "To be recognized for our exceptional technical expertise fuels our longstanding commitment and passion to deliver the highest quality 3-D conversion product possible."

Legend3D's recent honors include:

- **Ernst & Young Entrepreneur of the Year 2011 San Diego Award**
Dr. Sandrew, an internationally recognized visual effects pioneer and digital imaging expert with 24 years of feature film and TV experience, is a finalist for the Ernst & Young Entrepreneur of the Year 2011 San Diego Award. Now entering its 25th year, the award recognizes entrepreneurs whose ingenuity, hard work and perseverance have created and sustained successful, growing business ventures. A panel of independent judges selected Dr. Sandrew as a finalist from hundreds of nominations. Award winners will be announced at a special gala event on June 16, at the Hyatt Regency La Jolla in San Diego, Calif.
- **The 2011 American Business Awards**
Paying tribute to its proprietary 2-D to 3-D conversion technology, Legend3D earned finalist standing as one of the most innovative companies of the year—in the computer software category for The 2011 American Business Awards. As part of the coveted Stevie® Awards, The American Business Awards are the nation's premier business awards program. Nominations for this year attracted more than 2,800 submissions from organizations of all sizes and in virtually every industry for consideration in more than 40 categories. Stevie Award winners will be announced during the annual gala on June 20 at the Marriott Marquis Hotel in New York City.

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- ***San Diego Business Journal's Information Technology Executive Awards***
Anthony Lopez, director of information technology for Legend3D, secured a spot among finalists for the *San Diego Business Journal's* annual Information Technology Executive Awards. Now entering its fourth year, the awards recognize the most outstanding IT executives working in San Diego. Lopez has been a key innovator and driving force in building Legend3D's IT staff and helping the company successfully meet the increasing demand from studios.
- **The VES Vision Committee**
The prestigious VES appointed Legend3D's Senior Visual Effects Supervisor Scott Squires to its Vision Committee and Senior Visual Effects Producer Toni Pace Carstensen as Chair of the Committee. The VES is the entertainment industry's only official organization representing the extended community of visual effects practitioners, and its Vision Committee is committed to exploring artistic, technical and business frontiers to find creative and commercial opportunities for VES members in the evolving future of entertainment and beyond. Additionally, Carstensen and Squires both serve on the organization's Board of Directors, applying their artistic and technical expertise as well as their vast industry experience to enrich and educate its members.

For more information about Legend3D or for press inquiries, contact Lauren Bogart at 619-234-0345.

About Legend3D

Legend3D, Inc. is a dynamic digital media and visual effects company. Founded in 2001 by Dr. Barry Sandrew, Legend3D utilizes patented 2-D to 3-D image conversion technologies to enhance filmmakers' storytelling by creating the highest-quality dimensional conversions. Legend3D is the most experienced 3D conversion company in the industry and has completed 3-D conversions for Sony, Hewlett Packard, M&M Mars, New Balance, the Michael Jackson Tour, MTV, Disney, DreamWorks Animation, Screen Gems and Columbia Pictures. Legend3D's conversion artists are rapidly setting the industry standard for 2-D to 3-D conversion and continue to help filmmakers connect with audiences worldwide. For more information, visit www.Legend3D.com.

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