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LEGEND3D CONVERTS DREAMWORKS ANIMATION'S 'SHREK' TRILOGY TO 3D FOR HOME VIEWING

Shrek Fans Around the World to Experience Award-Winning Animated Films Like Never Before

SAN DIEGO (Jan. 4, 2010)—[Legend3D](#), the leading innovator in 2D-to-3D catalog film and motion picture conversion technology, today announced that it completed the 2D-to-3D conversion of the most successful animated film franchise of all time—[DreamWorks Animation](#) SKG, Inc.'s (Nasdaq: DWA) *Shrek*, *Shrek 2*, and *Shrek the Third*. These titles have been bundled with the fourth 3D film, *Shrek Forever After*, and are now widely available via promotional offer with Samsung Electronics. Legend3D's 3D conversion of the catalog series brings beloved 3D content into the home.

"Converting the most successful animated franchise of all time was a daunting task that has resulted in a validation of Legend3D's high-quality conversion technology," said Barry Sandrew, founder, COO and CTO of Legend3D. "Completing the conversion of three feature-length CG animated films, and creating such a high-quality product, was a tremendous achievement."

Rob Hummel, president of Legend3D, added, "By working closely with the creative team at DreamWorks Animation, our artists were able to deliver a truly compelling 3D experience that enhances these great stories, extending an already rich legacy. We're thrilled to add the *Shrek* collection as the hallmark of our portfolio and know that consumers will enjoy the completely immersive experience that 3D lends to the viewing of the *Shrek* film series at home."

To create these valuable 3D assets, Legend3D uses a proprietary 2D-to-3D conversion process, combining skilled artistry with technology to seamlessly enhance filmmakers' storytelling and deepen their connections with audiences. This industry-leading conversion process, pipeline and methodology, allow for existing 2D catalog films to be produced in the highest-quality 3D and is quickly becoming an access point for library holders across the globe.

The boxed set of all four films—available in 3D Blu-ray and titled *Shrek: The Whole Story*—makes a great cornerstone for any home 3D collection. As part of a previously announced exclusive promotional program with DreamWorks Animation, Samsung Electronics is offering consumers who purchase a 2010 Samsung 3D TV and 3D Blu-ray player or home theater system a 3D starter kit that currently includes *Shrek: The Whole Story*.

For more information about Legend3D, please visit www.Legend3D.com. For press inquiries, contact Taryn Unruh at 619-234-0345.

About Legend3D

Legend3D, Inc. is a dynamic digital media and visual effects company, utilizing patented 2D-to-3D image conversion technologies to enhance filmmakers' storytelling by creating the highest-quality dimensional conversions possible. Legend3D's conversion artists are helping filmmakers connect with audiences

worldwide and are rapidly setting the industry standard for 2D-to-3D conversion. Legend**3D** has completed 3D conversions for Warner Bros., Sony, Hewlett-Packard, M&M Mars, New Balance, the Michael Jackson Tour, MTV, and Disney and recently completed a multi-picture project for DreamWorks Animation SKG. Founded in 2001 by Dr. Barry Sandrew, Legend**3D** is headquartered in San Diego and operates facilities in San Diego, Los Angeles and Patna, India. For more information, visit www.Legend3D.com.

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