



NEWS RELEASE

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Ruffles - Chip Number 8.

Lost Boys Studios, in conjunction with Virgin Television Mexico has completed its 8th project with Zeta Film in the past 6 months alone. The latest and final project of the year completed for Zeta Film was a 60-second spot for Ruffles and BBDO Mexico.

"We are ecstatic with not only the amount of commercial projects we have been able to tackle in 1999 but the high-end effects and quality we have been able to create and present our clients". Including our latest projects we have completed 12 TV and theatrical spots since May of '99. [Roula Lainas](#), Visual Effects Producer.

Ruffles "[New World](#)" takes us on a journey with 3 teenagers who transform a derelict city into their own reality including turning deserted buildings into a skate-boarders' paradise right before our eyes. At the end of the spot we realize this city exists on a Ruffles chip with the help of visual effects. On-set Digital Effects Supervisor was [Mark Benard](#) Creative Head and President of Lost Boys Studios.

Matte Painter and Digital Compositor, [Kevin Genzel](#) mastered 2 of the larger shots in this spot including the establishing matte painting shot of this "Dark City" style world. Additional design and graphics work by [Mark Meloche](#) and final digital compositing and online with Discreet Logic's INFERNO by Geoff Richardson.

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Founder and President Mark Benard formed Lost Boys Studios Inc. in 1997 for the production of 3D animation and digital effects for the film, television and videogame industry. For more information please visit our website at www.lostboys-studios.com