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Lost Boys Exceed Speed Limit...

Lost Boys Studios recently created two stunning game cinematic openers for video game giant Electronic Arts. The projects supported the latest Need for Speed™ title "Hot Pursuit 2", the next hit in the award-winning Need for Speed series.

Night Appeal...

The first piece was conceptualized and storyboarded by producer Richard Mul of Black Box games and enhanced by the Lost Boys team. EA handled the final edit and sound effects in the 36-second teaser. The nighttime cinematic follows a red Ferrari 360 Spider as it speeds along a winding mountain road, through a tunnel, and into a police roadblock. We discover a virtual female beauty at the wheel who, after a short contemplation, gives one last look of decision before burning rubber and peeling out of sight with the police in Hot Pursuit.

Daylight Chase...

The second cinematic finds us in broad daylight on the outskirts of a city, highlighting a street race between a Lamborghini Murcielago and the Ferrari 360 Spider. We follow the action as the thrill-seekers are chased by police, evade roadblocks and oncoming traffic, and push the limits of their exotic machines.

This 60-second cinematic was part of Electronic Arts' marketing tool for 2002 E3 (Electronic Entertainment Expo) held in Los Angeles, CA. It premiered on their E3 video wall as part of the "brandscape" montage featuring EA's upcoming hit titles. The piece enlisted the collaboration of Lost Boys, Arnson Communications (Santa Monica) and Electronic Arts (Seattle). Keith Munro, Director of Marketing for EA GAMES / EA SPORTS produced and Arnson's Peter Krygowski directed the Lost Boys contribution. Munro also oversaw the marketing strategies for the Need for Speed franchise.

"The night appeal version created quite a (positive) stir with both the publishers and developers. As soon as we delivered the night version EA approached us to create a second daylight version." Roula Lainas, Producer, Lost Boys Studios.

For the daylight version, Ken Meyer, Lost Boys Animation Director, took the original treatment presented by Munro and Krygowski, developed and adapted the animation style, and broke it up into the 36 scenes necessary to tell the story. Meyer worked closely with Lost Boys' Kevin Genzel, the Lead Composer on the project, to block in the angles. Genzel worked magic compositing the 36 keyframe animated, multi-layered scenes, setting the overall tone and style.

"Since both pieces were essentially chase scenes, we referenced to a lot of racing footage, feature film chase sequences and police video of high speed pursuits to get the angles right. We pulled inspiration from Days of Thunder, Bullit, and the classic Blues Brothers shots. John Frankenheimer's work in Ronin is just amazing, so he was definitely a huge influence as well." Ken Meyer, Animation Director, Lost Boys Studios "It was really great working with the Lost Boys.

It was very cool to see my ideas come to life so well. I can't remember when I've had such a rewarding experience from concept to execution to reality." Peter Krygowski, Senior Producer/Director, Arnson

The vehicles, terrain, and environment were intricately modeled and composited to get the level of detail the piece required. Lost Boys' Chris Uyede built the Ferrari from scratch, as well as created and lit a majority of the environment in both pieces. Lost Boys' James Lau was responsible for the rebuilds on the Lamborghini as well as the Crown Victoria police cars with assistance from Arlend Engar. Lau also created and animated the female driver in the night version. The rest of the 3D team included Jason Macza, Javier "Goosh" Solsona, with additional compositing by Judy D. Shane and Mark Meloche.

"As usual, the timeline was really tight, so we did a lot of pre-viz of concepts before investing manpower into a shot," states Meyer. "We'd block in the edit with the boards, move them through several stages of animatics, then if it was still working; light, render, and composite. This allowed us to be constantly posting the evolving piece on our server for the LA, Seattle, and Vancouver teams to input their ideas. Everyone at Black Box and EA was great to work with, really giving us a lot support and creative freedom to explore new ideas."

Lost Boys is bringing a unique style to the Gaming Cinematics genre. The artists' training in producing photo-real digital effects for the Film Industry has pushed Lost Boys' 3D animators and FX Artists to a level found no where else in the traditional animation industry. This allows for unbridled creative opportunities, the likes of which have rarely been seen before.

Need for Speed™ title "Hot Pursuit 2" is scheduled for release late summer 2002 for the Playstation 2, Xbox, NGC and PC platforms.

E3 Production: www.arnson.biz

Developers: www.blackboxgames.com

Publishers: www.ea.com Electronic Arts, headquartered in Redwood City, California, is the world's leading interactive entertainment software company. Founded in 1982, Electronic Arts posted revenues of more than \$1.7 billion for fiscal 2002.

The company develops, publishes and distributes software worldwide for video game systems, personal computers and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS(TM), EA GAMES(TM), EA SPORTS BIG and EA.COM(SM).

For more information or digital stills please contact Roula Lainas, Producer at Lost Boys Studios at roula@lostboys-studios.com

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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