

For Immediate Release
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LOST BOYS STUDIOS

“Divine Inspiration for Sale”

Lost Boys Studios Debuts Gaming Promotion Trailers at E3



Vancouver, Canada: Now entering its fourth year of creating promotions and Cinematics for the gaming industry, veteran award-winning visual effects and animation studio **Lost Boys Studios** will debut its body of work at E3 – Electronic Entertainment Expo, this May in Los Angeles.

In a strategic decision to diversify the client base from solely TV Series to include Commercials, Features and Cinematics, Lost Boys President **Mark Benard** has seen a 500% growth in company revenues in the Gaming division over the past four fiscal years, bringing the volume up to a comfortable 35% of the company's revenue for this year.

"Cinematics are the convergence of the film industry and the gaming world. When leveraged correctly, a Cinematic will greatly enhance the gaming experience by establishing key elements in the player's fantasy. The game publishers have realized the added marketing potential that our Cinematics have to offer. From music videos to theatrical release promotional teasers you will see our Cinematics infiltrating just about any media available. The future of Gaming Cinematics seems limitless and Lost Boys Studios is proud to be at the forefront."

Mark Benard, President

Game clients have included **Electronic Arts Canada**, including award nominated "Need for Speed: Hot Pursuit 2", which was unveiled at last years E3 on the EA big screen, **Radical Entertainment**, **Black Box Games** and **Funcom Norway**. Currently in production for sneak peaks at E3 are cinematic trailers for **Sierra/Vivendi Universal Games** and the hottest sports project for **Electronic Arts Canada**, being featured at the convention.

Benard, with Producer **Roula Lainas**, Senior Compositing Artist/Art Director **Kevin Genzel** and 3D Animator/R&D Director **James Lau** will be showing the company reel, talking about the team's production pipeline and creative process, and of course no E3 would be complete without an abundance of SWAG.

Roula Lainas, will be meeting with some gaming industry players this year, and drop-bys are more than welcome.

"While we're also at E3 to get a feel for the current industry, we're really excited about Vivendi Universal's and EA's premiere of the games that Lost Boys created Cinematics for this year. We've always attended gaming conferences in the past and besides the information flow, the name recognition with the general industry is important for us. Of course our main goal is to meet new potential clients, and show off some of our work, and attending a good ole fashion party wouldn't hurt either."

Roula Lainas, Producer

Lost Boys Studios will be at Booth 6811 in Kentia Hall during the E3 conference.

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