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## **DreamWorks Animation Flips Its Lid for Sid & Marty Krofft's Lidsville**

GLENDAL, Calif., Feb. 1, 2011 /PRNewswire/ -- DreamWorks Animation SKG, Inc. (Nasdaq: DWA) today announced that it will bring the well-loved Sid & Marty Krofft characters from the 1970's television series *Lidsville* to the big screen in a feature film by the same name.

Conrad Vernon (*Monsters vs. Aliens*, *Shrek 2*) — animation veteran and lifelong fan of the Krofft's work — brought the project to DreamWorks Animation. Brothers Sid & Marty Krofft will serve as executive producers. Vernon, DreamWorks Animation's head of development Alex Schwartz and development executive Chris Kuser are overseeing the project at the studio.

"Sid and I have had a longstanding relationship with Jeffrey Katzenberg and we're excited to bring *Lidsville* to DreamWorks Animation," said Marty Krofft. "It's incredible to envision a high-quality 3D animated movie being made out of one of our favorite shows."

"The Krofft brothers helped define a generation with the wildly imaginative characters and worlds they created," said Alex Schwartz, head of development for DreamWorks Animation. "I am thrilled that Conrad is joining forces with them on the first animated feature film adaptation of their work."

"Over the past year I've had the privilege of working with and getting to know Sid and Marty and I thought their brand of crazy kookiness would work well at DreamWorks Animation," added Vernon.

*Lidsville* will take inspiration from the premise of the original television series, in which a young rebellious kid falls into an alternate reality world of living hats and talking caps. The Los Angeles public TV station KCET Kids & Family Channel recently announced that it will feature the *Lidsville* television series in an all-new "The Sid & Marty Krofft Hour" together with *H.R. Pufnstuf* during its weekend programming block on Saturday and Sunday mornings from 9:30-10:30 a.m.

### **About Sid & Marty Krofft**

Brothers Sid & Marty Krofft have been producing quality family entertainment for over 40 years. Sid & Marty became a household name in the '70s with a series of remarkable programs that featured elaborate sets and fanciful characters. *H.R. Pufnstuf* was the first in a long line of beloved programs created by the Kroffts, including *The Bugaloos*, *Lidsville*, *Land Of The Lost*, *Far Out Space Nuts*, *Sigmund & The Sea Monsters* and *The Krofft Supershow* which included *Electra Woman & Dyna Girl*, *Wonderbug*, *Dr. Shrinker* and *Bigfoot & Wildboy*. The Kroffts' success with Saturday morning television prompted a demand for them to produce prime-time programming. They produced various prime-time series and specials, including *The Brady Bunch Hour*, *The Donny & Marie Show* and *Barbara Mandrell & The Mandrell Sisters*. On April 5, 2011 Vivendi Home Entertainment will begin releasing *The Complete Series Collector's Editions* of all the classic Krofft shows, including *H.R. Pufnstuf*, *Lidsville*, *Sigmund and the Sea Monsters*, and *The Bugaloos*.

### **About DreamWorks Animation**

DreamWorks Animation creates high-quality entertainment, including CG animated feature films, television specials and series, live entertainment properties and online virtual worlds, meant for audiences around the world. The Company has world-class creative talent, a strong and experienced management team and advanced filmmaking technology and techniques. DreamWorks Animation has been named one of the "100 Best Companies to Work For" by FORTUNE® Magazine for three consecutive years. In 2011, DreamWorks Animation ranks #10 on the list. All of DreamWorks Animation's feature films are now being produced in 3D. The Company has theatrically released a total of 21 animated feature films, including the franchise properties of *Shrek*, *Madagascar*, *Kung Fu Panda* and *How to Train Your Dragon*.

### **Caution Concerning Forward-Looking Statements**

*This document includes certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. The Company's plans, prospects, strategies, proposals and our beliefs and expectations concerning performance of our current and future releases and anticipated talent, directors and storyline for our upcoming films and other projects, constitute*

*forward-looking statements. These statements are based on current expectations, estimates, forecasts and projections about the industry in which we operate and management's beliefs and assumptions. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Actual results may vary materially from those expressed or implied by the statements herein due to changes in economic, business, competitive, technological and/or regulatory factors, and other risks and uncertainties affecting the operation of the business of DreamWorks Animation SKG, Inc. These risks and uncertainties include: audience acceptance of our films, our dependence on the success of a limited number of releases each year, the increasing cost of producing and marketing feature films, piracy of motion pictures, the effect of rapid technological change or alternative forms of entertainment and our need to protect our proprietary technology and enhance or develop new technology. In addition, due to the uncertainties and risks involved in the development and production of animated feature projects, the release dates for the projects described in this document may be delayed. For a further list and description of such risks and uncertainties, see the reports filed by us with the Securities and Exchange Commission, including our most recent annual report on Form 10-K and our most recent quarterly reports on Form 10-Q. DreamWorks Animation is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements, whether as a result of new information, future events, changes in assumptions or otherwise.*

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