



March 3, 2011

DreamWorks Animation Conjures Up Rumblewick

GLENDALE, Calif., March 3, 2011 /PRNewswire/ -- DreamWorks Animation SKG, Inc. (Nasdaq: DWA) today announced that it will bring *Rumblewick* to the big screen. Director Tim Johnson (*Over The Hedge*, *Antz*) and writer Jim Herzfeld (*Meet the Fockers*, *Meet the Parents*) are collaborating on the feature project, which is inspired by the children's book, "My Unwilling Witch (The Rumblewick Letters)" by Hiawyn Oram and Sarah Warburton. DreamWorks Animation development executives Chris Kuser and Gregg Taylor are overseeing the project at the studio.

(Photo: <http://photos.prnewswire.com/prnh/20110303/LA58400>)

"The fascinating world of witches and witches' familiars is perfectly suited for the medium of animation, where anything goes," said DreamWorks Animation's Chief Creative Officer, Bill Damaschke. "Combined with the magically creative and comedic sensibilities of Tim Johnson and Jim Herzfeld, we look forward to bringing the world of *Rumblewick* to life."

"The odds are stacked against our main character, a hard-working rabbit. Telling the story of his struggle and triumph is a fantastic journey. I know audiences are going to fall in love with Rumblewick," added Tim Johnson.

Rumblewick will follow the adventures of a magician's rabbit for whom the invitation to learn real magic and train as a witch's familiar seems like a dream come true! But the dream becomes a nightmare when he discovers he's really a pawn in a game between rival witches. Having learned the hard way that when something seems too good to be true it probably is, he must outsmart them both to save his fuzzy little hide.

About DreamWorks Animation SKG

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.

Contacts:

Jeff Hare	Shannon Olivas
Publicity	Corporate Communications
(818) 695-6055	(818) 695-3658
Jeff.Hare@dreamworks.com	Shannon.Olivas@dreamworks.com

SOURCE DreamWorks Animation SKG, Inc.

News Provided by Acquire Media