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FOR IMMEDIATE RELEASE

Top Halo Filmmaker Chris Burke, Creator of *This Spartan Life*, Hails Reallusion's iClone 2.0™

*Endorsement Comes on the Heels of Eagerly Anticipated Launch of Groundbreaking 3D
Moviemaking Sequel at Virtual Worlds 2007, in NYC, March 28-29, 2007*

NEW YORK, NY, April 10, 2007—On the heels of its enthusiastically received launch at Virtual Worlds 2007 (www.virtualworlds2007.com), in New York, which attracted over 700 attendees from Fortune 500 companies like IBM, Proctor & Gamble, Time-Warner, Verizon and Disney, comes the latest ringing endorsement for Reallusion's iClone 2.0.

In a statement received at the close of the conference, which also brought such high-profile coverage of the 3D moviemaking and Machinima suite by both the Associated Press and Forbes, Chris Burke, president of Brooklyn, NY-based Machinima and sound design firm Bong + Dern, and creator of ***Halo 2*** talkshow in gamespace *This Spartan Life*, recently tapped to create exclusive episodes for the "Legendary" edition of ***Halo 3***, hailed iClone 2.0 as "the most powerful and affordable toolset I've ever seen. Whether you're an aspiring filmmaker or a seasoned professional, you truly can't beat the combination of cost and functionality."

John C. Martin, Director of Marketing, Reallusion, added, "We are here to empower filmmakers of every stripe. We are excited to receive such a positive endorsement from someone like Chris because we know that with his influence, people who never considered creating Machinima will pick up our product and soon begin sharing their films with the world."

Burke's comments are the latest in an outpouring of praise the product has so far received. In addition to his kind words, and those from AP and Forbes, iClone has also been hailed by Variety and Eric Rosner, Director of Animation, TV Land/Nick at Nite, who said that "This is the software I've been waiting for."

iClone 2.0 Features:

- Increased content creation control, actor design and wardrobe creation and real-time cinematic particle and fog effects;
- Enhanced G2 (Generation Two) avatar actors with refined skeletal bones for more fluid animation and intricate posing;

- more -

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- Streamlined character customization with Clone Cloth to create new iClone fashions;
- Dynamic weather, particle and fog SFX, along with an array of cinematic effect presets inside the SFX custom library;
- Custom SFX settings with the new SFX user interface for simple effect editing and customization;
- New 3D scenes for shooting in the virtual outdoors, with LivePlants moving with real-time wind effect for natural foliage appearance and animation.

An expansion pack, dubbed iClone 3dXchange 1.0, will also be released in the coming weeks. iClone 3dXchange 1.0 will allow iClone 2.0 users to import content created by any 3D modeling tool, such as Google SketchUp Pro and ZBrush. The result will be the ultimate rich-media toolbox, empowering aspiring solo directors and small production houses alike with everything they need to create long-form, fully robust narratives.

iClone 2.0 comes at a MSRP of \$199.95. For additional product information, as well as individual purchasing and educational discount purchasing options, please visit:

www.reallusion.com/iclone

About Reallusion, Inc.

Headquartered in Silicon Valley, Reallusion is a leading-edge software developer providing Hollywood-like 3D cinematic animation tools for PC and mobile platforms. Reallusion's pioneering storytelling technology excelling at character animation, facial morphing and voice lip-sync allows fast creation of interactive avatars for 3D real-time filmmaking and previsualization for professional post-production. Our powerful yet easy-to-use tools make character animation accessible to PC users of all skill levels.

Reallusion's development of core technologies and growing base of intellectual property firmly establish the company as power among emerging technology innovators, furthering our graphic and imaging embedded kernels to top-brand device manufacturers worldwide. Its products, including its acclaimed iClone machinima software and its freeware avatar animation tool CrazyTalk for Skype, have been featured in Second Life and on CBS News, in addition to receiving glowing reviews from USA TODAY, C|NET and PC World. For more information, visit: www.reallusion.com.

About This Spartan Life

This Spartan Life, the brainchild of filmmaker Chris Burke's Brooklyn, NY-based Machinima and sound design firm Bong + Dern, is a talk show in game space. Using *Halo 2* as its backdrop, the show is the latest offering in the ever-growing Machima movement, which combines traditional filmmaking and animation with the new worlds of videogames. With a talented team of writers, musicians and filmmakers both locally and around the world, *This Spartan Life* began as an underground sensation in 2005 and has since become a breakthrough hit, scoring glowing reviews in mainstream media outlets such as Wired Magazine, Reuters, BusinessWeek, Public Radio's Studio 360, and Stuff, as well as major consumer videogames outlets like G4, Kotaku, AOL GameDAILY, Next-Gen Biz, and Tips and Tricks Magazine. Described by Wired Magazine as "a mash-up of *The Charlie Rose Show* and *Doom*," *This Spartan Life* combines high-brow interviews with the likes of Sex Pistols manager and provocateur Malcolm McLaren with non-stop fragging, hilarious asides and slapstick comedy. In March 2007, Microsoft announced that Bong + Dern would be creating exclusive, special episodes of *This Spartan Life* for the "Legendary" edition of its hotly anticipated blockbuster *Halo 3*, expected later this year. For more information on *This Spartan Life*, visit www.thisspartanlife.com.

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