

Release for Press and Web Page etc July 14th 2003

First Release With Pure Dye Analog Soundtracks On All Prints Due In September

(Dateline)—DreamWorks SKG and the Dye Track Committee have announced that all prints of the upcoming Jason Biggs, Christina Ricci romantic comedy *Anything Else* will feature pure-dye cyan analog soundtracks. Slated for release on September 19, 2003, the new feature is the first to use environmentally friendly cyan tracks in lieu of traditional silver-applcated tracks on 100% of its initial U.S. print run.

Environmental benefits of the cyan soundtrack include the elimination of caustic chemicals, and silver itself, from the print manufacturing process. The switch also enables a significant reduction in water usage: were all U.S. print manufacturing to convert to cyan tracks, the ongoing savings would be equivalent to the drinking water needs of a town of 75,000. Silver-applcated tracks have the further disadvantage of a comparatively high manufacturing reject rate.

In exhibition, cyan soundtracks require red-light soundtrack readers, which have been standard in new projector models for some time. It is estimated that 85% of the projectors in use in the U.S. are now equipped with red-light readers, and the members of the National Association of Theatre Owners (NATO) have agreed to equip all their theatres by this summer. This wide usage has made a 100% cyan release practical for the first time.

The cyan soundtrack has been thoroughly and successfully tested by print manufacturers, film distributors, and exhibitors over the past three years. Digital soundtracks are not silver-applcated, so are not affected by the decision to use cyan analog tracks.