

FOR IMMEDIATE RELEASE:

Animalive Receives Best New Product Award

BRIGHTON, UK - Nov 27th 2009 -- Animalive are proud to have won a Best New Product award at IAAPA Las Vegas 2009.

Last week at the annual IAAPA conference and expo, UK based interactive cartoon attractions company Animalive were awarded the coveted First Place Award for Best New Product for Show Production and Entertainment. Examples of Animalive technology submitted to the IAAPA Board included the ChatterBox installation at Sea Life Brighton which features a live animated turtle character, and the bespoke configuration used within the interactive theatrical show "Looney Tunes Live – The Experiment", currently playing at all 3 UK Butlins sites.

"Over the last year we have worked extremely hard to make attractions out of our technology. This award acknowledges that we are on the right path to a successful 2010." Says Ali Kord Technical Director, Animalive

"Looney Tunes Live – The Experiment" was written and produced by Oddpost Entertainment's Terry Morrison and Shaun Cornell, and was the vision of Butlins Entertainments Director Mike Godolphin. The interactive theatrical show is set around Professor Potty unveiling his new invention, which will turn him into a cartoon character, and the fun and mayhem that occurs when the experiment does go quite as planned!

"It has been a pleasure to work with some great people who have added their expertise to our technologies and products. Special thanks to the operators who run our systems on a daily basis, as they are the unsung heroes of any production or attraction" adds Paul Collimore, Head of Sales Animalive.