

BlastOff! Wins “Official Honoree” from Webby Awards

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WOBURN, MA – April 12, 2007 — DreamLight® today announced that the Webby Awards, the leading international honor for the Web, recognized DreamLight’s first Mac made 3D animated short film, BlastOff!® (available on Telebites.com) as an Official Honoree in the category of animation, a distinction that recognizes work exhibiting remarkable achievement.

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Hailed as the “Oscars of the Internet” by the New York Times, The Webby Awards is the leading international award honoring excellence on the Internet, including Websites, Interactive Advertising, Online Film & Video, and Mobile Websites. The awards are judged by the International Academy of Digital Arts & Sciences, a global organization that includes David Bowie, Harvey Weinstein, Arianna Huffington, Matt Groening, Jamie Oliver, Internet inventor Vinton Cerf, and RealNetworks CEO Rob Glaser. The 11th Annual Webby Awards received a record 8,000 entries from over 60 countries and all 50 states. Out of more than 8,000 entries submitted, fewer than 15% received this honor and were deemed Official Honorees.

“The Webby Awards honors the outstanding work that is setting the standards for the Internet,” said David-Michel Davies, executive director of The Webby Awards. “BlastOff’s Official Honoree selection is a testament to the skill, ingenuity, and vision of its creator Michael Scaramozzino and DreamLight Interactive.”

“We’re thrilled that BlastOff! has been recognized with an Official Honoree distinction from the Webby Awards and we’re honored to even be mentioned along side such esteemed fellow Official Honorees including the likes of CBS, NBC, BBC & MTV,” said Michael Scaramozzino, BlastOff!’s creator and DreamLight founder. “I can’t think of a better way to celebrate DreamLight’s twentieth anniversary this month than with such a prestigious recognition for our first 3D animated short film - BlastOff!”

BlastOff! Rockets Through International Film Festivals

BlastOff! has been chosen as an Official Selection to screen at over a dozen international film festivals and also received a Merit Award from its initial screening at the inaugural 2D OR NOT 2D animation film festival in Everett Washington with keynote speaker Roy E. Disney, Director Emeritus of The Walt Disney Company & nephew of Walt Disney. The growing list of BlastOff! festival screenings is posted at Telebites.com where a QuickTime version of BlastOff! may be viewed online and the BlastOff! Special Edition DVD may be ordered for only \$24.95.

“BlastOff! tells the story of how the worlds of reality and fantasy easily blend together in the fertile imagination of a young child,” said Michael Scaramozzino, BlastOff!’s creator and DreamLight founder. “What better way to launch a child’s imagination than a custom designed space shuttle bed?”

BlastOff! – A Family Friendly Film

BlastOff! begins at dawn with a child's wishful drawing of a space ship. During the day his father builds him a custom designed space shuttle bed and fills his room with toys. As the sun sets, one of the child's toys, a little green alien, comes to life and is excited to play space ship pilot. As his imagination soon takes over completely, the room fades away and the shuttle bed blasts the little alien out into space for a wild rocket ship ride through the rings of Saturn. The alien finally comes crashing back to reality as the child returns home to find his room is a complete mess.

Inspired by the Original BlastOff! Bed as seen on HGTV

BlastOff! was inspired by a custom designed space shuttle bed that Michael Scaramozzino built for his son MJ when MJ was three and ready to graduate from his crib into a "big boy's" bed. The story behind the design and construction of the original BlastOff! Bed™ is featured on episode #HLWID-106 of HGTV's show Look What I Did! which first aired in December 2006 and airs again on June 21, 2007 at 6PM ET/PT. Check www.HGTV.com for scheduling details.

BlastOff! Special Edition DVD

The BlastOff! Special Edition DVD contains a DVD resolution version of the film and includes behind the scenes content about the making of the film, including director & animator commentaries, production stills, animation tests and actual LightWave 3D files of props & sets from the film. It also includes behind the scenes content about the making of the real BlastOff! Bed, including construction video and photos as well as a BlastOff! Bed Construction Guide which includes the actual construction plans that Michael Scaramozzino used to build the original BlastOff! Bed. The BlastOff! Special Edition DVD is available immediately and may be ordered online at DreamLight.com/blastoff for only \$24.95 plus shipping & handling.

BlastOff! Lifts DreamLight's 3D Animation Capabilities to New Heights

BlastOff! was originally conceived as an initial test project for DreamLight to exercise and refine all the tools and skills necessary to produce a 3D animated short film, from concept to completion, focusing on many aspects of 3D character animation. It was used to build an Apple Macintosh based LightWave 3D animation pipeline and in-house render farm at the DreamLight studio in preparation of creating a new series of 3D animated shorts, named the Autiton Archives, to be released on the Web. DreamLight also uses this new pipeline to produce a wide variety of 3D animation projects for its commercial clients intended for various media such as CD-ROM, DVD, the Web, digital video, TV and film. Samples of DreamLight's commercial client 3D projects may be viewed online at DreamLight.com/3d.

About The Webby Awards:

Established in 1996, the Webby Awards is presented by The International Academy of Digital Arts and Sciences. Sponsors and Partners of The Webby Awards include: Adobe; The Creative Group; Verizon; AOL Video; dotMobi; Level3; Adweek; Fortune; Reuters; Variety; Wired; IDG; Brightcove; PricewaterhouseCoopers; 2advanced.Net; KobeMail and Museum of the Moving Image.

About the International Academy of Digital Arts and Sciences (IADAS):

The International Academy of Digital Arts and Sciences is dedicated to the creative, technical, and professional progress of the internet and interactive media. The Academy is

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an intellectually diverse organization that includes over 500 members consisting of leading experts in a diverse range of fields, such as musician David Bowie, Virgin Group founder Richard Branson, business guru and author Tom Peters, The Body Shop president Anita Roddick, fashion designer Max Azria, "Simpsons" creator Matt Groening and Real Networks CEO Rob Glaser. The Webby Awards and The International Academy of Digital Arts and Sciences are registered trademarks of International Data Group. For more information, visit www.iadas.net.

BlastOff! Website:

<http://dreamlight.com/insights/12/welcome.html>

BlastOff! High Resolution Image Gallery:

<http://dreamlight.com/insights/12/StillGallery.html>

BlastOff! Press Kit:

<http://www.dreamlight.com/insights/12/PressKit.html>

BlastOff! Special Edition DVD Purchase Link:

http://telebites.com/Merchant2/merchant.mv?Screen=PROD&Store_Code=DAW&Product_Code=BlastOff!

DreamLight Interactive is an award-winning interactive multimedia studio built upon a solid foundation of computer science, digital design, illustration and animation. Founded in April of 1987, DreamLight has been pushing the cutting edge of digital media for the past twenty years.

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