

VIRTUAL IMAGES PRODUCES 3-D MOVIE POSTERS FOR RELEASE OF COLUMBIA PICTURES' AND SONY PICTURES ANIMATION'S 'CLOUDY WITH A CHANCE OF MEATBALLS'

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REDLANDS, CA -- Movie studios are always looking to promote their films in new and exciting ways, with the goal of connecting with movie goers and expanding the movie experience beyond the theater. The advent of cutting edge 3-D movies has made this task more essential than ever— and Virtual Images' 3-D movie poster displays offer the ideal solution for studios.

Columbia Pictures' and Sony Pictures Animations' Cloudy with a Chance of Meatballs is inspired by the children's book of the same name. The movie, based on a town where food falls from the sky like rain, will be released in 3-D in theaters nationwide. To promote the movie, which opens nationwide on September 18, 2009, the studios worked with Virtual Images – The 3D Company, to produce poster-sized movie theater displays that utilize a unique, high-tech 3-D technology that produces images of remarkable depth and clarity.

"When studios want to make an impact and draw viewers to the theater, they rely on our 3-D and dimensional graphics to pack-a-punch and resonate with movie-goers," said Dave Corey, general manager of Virtual Images. "Our unique and innovative technologies can be used to break through the clutter of competing movie titles and create a 3-D experience for the consumer outside of the theater."

With more than 15 years experience connecting a brand's message to 3-D, Virtual Images dominates the 3-D and entertainment markets' helping to promote some of the highest grossing movie titles such as Transformers, Batman, Star Trek, Harry Potter, Ice Age and Iron Man.

Cloudy with a Chance of Meatballs ultra 3-D movie displays are currently in high-traffic theaters across the United States. For more information on Cloudy with a Chance of Meatballs, visit www.cloudywithachanceofmeatballs.com.

ABOUT VIRTUAL IMAGES, INC

Virtual Images, an IGH Solutions Company, headquartered in Redlands, California, is the leading provider of 3-D marketing products. Their patented software and advanced production equipment ensure the most dynamic 3-D imagery. With expert designers and leading 3-D artists in-house, Virtual Images helps entertainment marketers, publishers, and advertising agencies break through the clutter using 3-D technologies to engage consumers.

For more information visit their website at: www.ighsolutions.com.

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