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ADDING MULTIMEDIA DreamWorks' "Monsters vs. Aliens," PepsiCo's SoBe Lifewater, Intel and NBC Create 'Monstrous' 3D Super Bowl Event

Over 125 Million Pairs of FREE Intel 3D Glasses to Be Distributed at Retail Nationwide

GLENDALE, Calif.--(BUSINESS WIRE)-- DreamWorks Animation SKG, Inc. (NYSE:DWA) and PepsiCo's SoBe Lifewater today announced that they have joined together with Intel Corporation and NBC to create a first-of-its kind, nationwide 'Monstrous' 3D event for Super Bowl XLIII. This first-ever all 3D Super Bowl commercial break event will mark the debut of DreamWorks Animation's premier 3D movie trailer for its upcoming feature film, "Monsters vs. Aliens," which comes to theaters in the U.S. on March 27th.

In addition, the timeslot will feature a 60-second 3D SoBe Lifewater commercial marking the return of the ultra-hip SoBe lizards, who made noise during last year's Super Bowl broadcast with one of the most talked about spots. DreamWorks Animation's history-making 3D movie trailer was animated using Intel's latest, high-performance processing technologies and will be broadcasted along with the SoBe television spot at the end of the second quarter of the game, which airs on NBC on Sunday, February 1, 2009. Viewers will have the opportunity to re-use their glasses for a special 3D episode of NBC's hit comedy "Chuck," airing Monday, February 2, 2009 (8-9pm ET.)

Intel has produced over 125 million pairs of 3D glasses, which are being distributed by PepsiCo through the SoBe Lifewater brand. The glasses will be disseminated via 25,000 SoBe Lifewater retail displays in grocery, drug and other retail venues beginning in early January and will be FREE to consumers. Should a display's supply of glasses run out, consumers can call 1-800-646-2904 in order to obtain a pair.

NBC viewers will be alerted to the SoBe Lifewater Super Bowl Displays via a series of tune-in spots airing beginning on January 19th. Displays and tune-ins will instruct viewers to use their 3D glasses on Super Bowl Sunday, with additional messaging, "Don't Chuck Your Glasses," prompting viewers to re-use them during the special 3D episode of "Chuck," which will feature a special guest appearance by NBC Sports analyst and Super Bowl champion Jerome Bettis.

The 60-second SoBe Lifewater spot, directed by Super Bowl commercial veteran and brand architect Peter Arnell, will mark arguably the first ever Super Bowl ad cross over event - with the SoBe Lizards sharing the screen with characters from the upcoming DreamWorks Animation film that will be showcased in the pod's preceding spot. The SoBe Lizards and

stars from DreamWorks' "Monsters vs. Aliens" will dance alongside current NFL stars in what promises to be among the most highly-anticipated commercials on Super Sunday. The spot features a modern interpretation of the famed ballet Swan Lake, and the rhythmic effects when the players and creatures are infused with the refreshing and re-invigorating impact of SoBe Lifewater.

About Monsters vs. Aliens

DreamWorks' "Monsters vs. Aliens," the Company's first InTru 3D release, opens nationwide March 27, 2009, and will be distributed by Paramount Pictures. When California girl Susan Murphy is unwittingly clobbered by a meteor full of outer space gunk on her wedding day, she mysteriously grows to 49-feet-11-inches tall. The military jumps into action and Susan is captured and secreted away to a covert government compound. There, she is renamed Ginormica and placed in confinement with a ragtag group of monsters: the brilliant but insect-headed Dr. Cockroach, Ph.D.; the macho half-ape, half-fish The Missing Link; the gelatinous and indestructible B.O.B.; and the 350-foot grub called Insectosaurus. Their confinement is cut short, however, when a mysterious alien robot lands on Earth and begins storming the country. In a moment of desperation, the President is persuaded to enlist the motley crew of monsters to combat the Alien Robot and save the world from imminent destruction. A Paramount Pictures release featuring the voices of Reese Witherspoon, Hugh Laurie, Will Arnett, Seth Rogen, Rainn Wilson, Stephen Colbert, Kiefer Sutherland and Paul Rudd. The film is directed by Rob Letterman (Shark Tale) and Conrad Vernon (Shrek 2). The producer is Lisa Stewart. "Monsters vs. Aliens" is DreamWorks Animation's first InTru 3D Movie. A 2D version will also be available.

About DreamWorks Animation SKG

DreamWorks Animation is principally devoted to developing and producing computer generated, or CG, animated feature films. With world-class creative talent, a strong and experienced management team and advanced CG filmmaking technology and techniques, DreamWorks Animation makes high quality CG animated films meant for a broad movie-going audience. The Company anticipates releasing its feature films into both conventional and IMAX(R) theatres worldwide. The Company has theatrically released a total of 17 animated feature films, including "Shrek," "Shrek 2," "Shark Tale," "Madagascar," "Over the Hedge," "Shrek the Third," "Bee Movie," "Kung Fu Panda" and "Madagascar: Escape 2 Africa." "Monsters vs. Aliens" opens in theaters on March 27, 2009. Beginning in 2009, all of the Company's feature films will be produced in stereoscopic 3D technology.

About PepsiCo

PepsiCo (NYSE:PEP) is one of the world's largest food and beverage companies, with 2007 annual revenues of more than $39 billion. The Company employs approximately 185,000 people worldwide, and its products are sold in approximately 200 countries. Its principal businesses include: Frito-Lay snacks, Pepsi-Cola beverages, Gatorade sports drinks, Tropicana juices and Quaker foods. The PepsiCo portfolio includes 18 brands that generate $1 billion or more each in annual retail sales. PepsiCo's commitment to sustainable growth, defined as Performance with Purpose, is focused on generating healthy financial returns while giving back to communities the Company serves. This includes meeting consumer needs for a spectrum of convenient foods and beverages, reducing the Company's impact on the environment through water, energy and packaging initiatives, and supporting its

employees through a diverse and inclusive culture that recruits and retains world-class talent. As a member of the Dow Jones Sustainability World Index (DJSI World) and the Dow Jones Sustainability North America Index (DJSI North America), PepsiCo is a recognized leader in sustainability. For more information, please visit www.pepsico.com. To further experience SoBe Lifewater, visit www.sobelieve.com.

About Intel

Intel (NASDAQ:INTC), the world leader in silicon innovation, develops technologies, products and initiatives to continually advance how people work and live. Additional information about Intel is available at www.intel.com/pressroom, blogs.intel.com and www.intru3d.com.

About NBC

NBC Entertainment develops and schedules programming for the network's primetime, late-night, and daytime schedules. NBC's quality programs and balanced lineup have earned the network critical acclaim, ratings success, particularly among young, upscale viewers, and numerous awards, including more Emmy Awards than any network in television history.

NBC's roster of popular scripted series includes the two-time Emmy-winning 30 Rock (starring Golden Globe and Emmy winners Tina Fey and Alec Baldwin) and The Office (starring Golden Globe winner and Emmy nominee Steve Carell), and My Name Is Earl, the #1 new scripted series of the 2005-06 television season among adults 18-49. In addition, NBC offers such hit dramas as Heroes, NBC's #1 series of the 2007-08 season in 18-49, the powerful Law & Order franchise, representing the longest-running crime series and the second-longest-running drama series in the history of television, and the venerable ER, which has received more Emmy nominations than any other show in television history.

In the alternative series realm, NBC boasts Deal or No Deal, hosted by Howie Mandel, as well as The Celebrity Apprentice, hosted by Donald Trump and produced by Mark Burnett, and The Biggest Loser. NBC's alternative series also include Last Comic Standing and the #1 summer series in total viewers of 2008, America's Got Talent. NBC also airs original movies and event programming throughout the year.

Caution Concerning Forward-Looking Statements

This document includes certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. The Company's plans, prospects, strategies, proposals and our beliefs and expectations concerning performance of our current and future releases and anticipated talent, directors and storyline for our upcoming films and other projects, constitute forward-looking statements. These statements are based on current expectations, estimates, forecasts and projections about the industry in which we operate and management's beliefs and assumptions. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Actual results may vary materially from those expressed or implied by the statements herein due to changes in economic, business, competitive, technological and/or regulatory factors, and other risks and uncertainties affecting the operation of the business of DreamWorks Animation SKG, Inc. These risks and uncertainties include: audience acceptance of our films, our dependence on the success of a limited number of releases

each year, the increasing cost of producing and marketing feature films, piracy of motion pictures, the effect of rapid technological change or alternative forms of entertainment and our need to protect our proprietary technology and enhance or develop new technology. In addition, due to the uncertainties and risks involved in the development and production of animated feature projects, the release dates for the projects described in this document may be delayed. For a further list and description of such risks and uncertainties, see the reports filed by us with the Securities and Exchange Commission, including our most recent annual report on Form 10-K and our most recent quarterly reports on Form 10-Q. DreamWorks Animation is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements, whether as a result of new information, future events, changes in assumptions or otherwise.

Source: Intel Corporation