



For Immediate Release

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**Forecast at Sony Wonder Technology Lab:
*Cloudy With a Chance of Meatballs***

NEW YORK (September 17, 2009) – The Sony Wonder Technology Lab, a state-of-the-art, interactive technology and entertainment museum in New York City revealed today that “Flint Lockwood,” the character featured in the Columbia Pictures and Sony Pictures Animation’s upcoming 3D animated film, “Cloudy with a Chance of Meatballs,” has been incorporated into the Lab’s *Dance Motion Capture* experience. Visitors can now see their very own dance moves performed in real time by Flint, who joins other animated characters from Sony’s motion picture, video game, and online game divisions in the dynamic interactive exhibit.

Visitors can also explore some of the early drawings that went into the creation of “Cloudy with a Chance of Meatballs” on the *Animation Ramp*. Using in-process drawings and footage from Sony’s animation teams, the *Animation Ramp* features a series of illuminated display cases that allows visitors to explore the five key elements that go into creating an animated film or video game: story, character, environment, visual effects, and final composite.

The “Cloudy with a Chance of Meatballs” PlayStation®3 video game developed by Ubisoft® can also be played at the Lab’s *In the Game* exhibit.

“‘Cloudy with a Chance of Meatballs’ is another great addition to our lineup of Sony content that has been integrated into the Lab,” said Karen Kelso, Executive Director, Sony Wonder Technology Lab. “This is a unique opportunity for visitors to enjoy the

film from another perspective through the interactive technologies and exclusive behind-the-scenes drawings used in its making.”

Slated for release on September 18th, Sony Pictures Animation’s “Cloudy with a Chance of Meatballs” will be the most delicious event since macaroni met cheese. Inspired by the beloved children's book, the film focuses on a town where food falls from the sky like rain.

The Sony Wonder Technology Lab (“SWTL”) is a free, four-story, interactive technology and entertainment museum for all ages. Located in mid-town Manhattan, SWTL inspires creativity in a high-quality, engaging, and family-friendly learning environment. By inviting visitors to experience the latest technologies in a hands-on setting, SWTL nurtures curiosity while awakening visitors to their own talent and potential. Through its permanent exhibits and innovative programs, including Sci-Tech workshops, ongoing screenings and associations with well-respected local non-profit and educational institutions, SWTL aims to educate and cultivate the next generation of leaders in media, science, technology and the arts. The Sony Wonder Technology Lab is open to the public Tuesdays through Saturdays, from 10:00 a.m. to 5:00 p.m., and Sundays, from 12:00 p.m. to 5:00 p.m. For more information, visit www.sonywondertechlab.com.