

## Digital Domain Expands into Florida

--Plans to Develop Original Content for Games and Animated Productions--

**Venice, CA**—October 13, 2009 — Academy Award<sup>®</sup>-winning digital studio Digital Domain announced today that it is expanding its business with plans to develop a digital production studio in Florida.

Digital Domain is working with parent company Wyndcrest Holdings to build a new digital production studio in Port St. Lucie, Florida. The new studio will create original content for animated feature films and video games. Plans are in the early stages, and Digital Domain expects to begin operations in Florida next year. Initial operations include building a creative development team as well as training and recruiting artist and production staff for animation and video game development.

The new studio project is being financed with a \$50 million investment by Wyndcrest. The project is also receiving support in the form of a grant from the state of Florida's Office of Tourism, Trade and Economic Development and an incentives package administered by the city of Port St. Lucie and St. Lucie County.

Digital Domain CEO Cliff Plumer said, "Developing original content has always been a key part of our strategy, and a natural extension of the artistic and creative talent that the company has developed over the last fifteen years. We have identified a set of promising projects that are ideally suited to the Florida studio and look forward to getting started."

Digital Domain will announce specific projects and the leadership team for the Florida studio at a later date.

John Textor, Chairman and CEO of Wyndcrest, added, "Digital Domain brings our studio a great breadth and depth of experience in filmmaking. Cliff and his team have experience building studios all over the world and we welcome them to Florida."

### About Digital Domain

Digital Domain is an Academy Award<sup>®</sup>-winning digital production studio focused on visual effects for feature film and advertising production. Founded in 1993, the company has built a legacy of achievement, listing *Titanic*, *The Day After Tomorrow* and *The Curious Case of Benjamin Button* among its 75+ film credits. A creative giant in advertising, Digital Domain has created some of the world's most memorable spots. The studio works with top directors including Michael Bay, Rob Cohen, Clint Eastwood, David Fincher, Joseph Kosinski, Mark Romanek, the Wachowskis and more. Digital Domain is continually pushing into new territory and is being recognized for its pioneering work in photo-real digital humans and productions that bring the worlds of movies, games, advertising and the web closer together. Digital Domain is privately held and based in Venice, California. Director Michael Bay is Co-Chairman of the company. [www.digitaldomain.com](http://www.digitaldomain.com)

### About Wyndcrest Holdings

Wyndcrest Holdings, LLC is a Florida-based private holding company focused on technology-related opportunities in Entertainment, Telecommunications and the Internet. Wyndcrest was an early lead investor in **Art Technology Group**, a Boston-based developer of integrated server-based personalization (CRM) applications that became one of the world's best performing IPO's in the late 1990's. Wyndcrest was also involved, as an organizer and lead investor, in **Virtual Bank**, an Internet bank start-up that has evolved to become known by its parent company, **Lydian Trust Company**, a multi-billion dollar diversified financial services company, private bank and private wealth management company. Wyndcrest remains a significant shareholder of **Multicast Media Networks**, an Atlanta-based provider of technology solutions and broadcast infrastructure for IP-based interactive television networks. The principals of Wyndcrest acquired Digital Domain in early 2006.

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