



ANIMAL LOGIC RE-IGNITES FUEL VFX

SYDNEY, Australia – 2ND October, 2012 - Animal Logic CEO, Zareh Nalbandian, today announced that the company had finalised a deal to buy the business assets of Sydney based studio FUEL VFX which recently went into voluntary administration due to a protracted downturn in the visual effects business in Australia.

Animal Logic has formed a new company, Animal Logic Fuel, which will trade as Fuel VFX out of the iconic Trocadero building in Newtown, Sydney. The five original founders of Fuel VFX, Jason Bath, Paul Butterworth, Andrew Hellen, Simon Maddison and Dave Morley will work in and drive all aspects of the new business.

Nalbandian said, “Fuel VFX represents some of Australia’s best design and visual effects talent and capabilities. Highly regarded around the world for its advertising and film VFX work, it is a name with a great pedigree and a solid future. We are committed to making sure that this great creative resource will not disappear from our Australian VFX landscape.”

Animal Logic has confirmed that it will merge its advertising and short form VFX post-production services under the one roof at Fuel’s headquarters in Newtown by the end of this year to further strengthen its ongoing commitment to the advertising and short form business.

Paul Butterworth, VFX Supervisor and Art Director said, “This is an exciting development for our clients, the talent and expertise of both companies will be combined under the Fuel VFX banner to create one of Australia’s most creative and skillful design and effects teams for advertising and short form design and post production.”

Animal Logic and Fuel VFX confirmed that both companies will operate their own film VFX divisions retaining distinct identities and individual client relationships.

Fuel’s EP of film VFX, Jason Bath said, “The ability for Animal Logic and Fuel to retain and grow their film VFX client relationships while being able to share proprietary knowledge and tools, and collaborate creatively with ease, is a strategic partnership that will enhance the operations of both companies.”

Andrew Hellen, General Manager of the new company said, “We are very proud of what we have achieved in the past with Fuel and we are inspired by the opportunities that Zareh and Animal Logic bring to the new company and are eager to continue contributing to the visual effects landscape through this powerful alliance.”

Zareh Nalbandian said, “There is a great synergy between the two companies. Both are independent Australian brands known for consistently delivering exceptional design, animation and visual effects to Australian and international clients. The Fuel VFX name has deservedly gained an exceptional reputation over its 12 year history and I am excited to welcome it into the Animal Logic family.”

The new Fuel VFX opens its doors today, October 2nd, 2012.

--END--

About ANIMAL LOGIC

One of the world's most highly respected digital production studios, Animal Logic produces award-winning design, animation and visual effects for the advertising, film and television industries.

Its commercials clients include The Coca Cola Company, Telstra, Bupa, Toyota, Hyundai, The Sydney Opera House, SBS and Nike. Its film credits include Happy Feet, Legend of the Guardians, LEGO Star Wars: The Padawan Menace, 300, Sucker Punch, and House of Flying Daggers.

Animal Logic is currently in production on Baz Luhrmann's, The Great Gatsby (2013), BBC's Walking With Dinosaurs 3D (2013) and Warner Bros., LEGO; The Piece of Resistance (2014).

Animal Logic has studios at Fox Studios in Sydney and in Santa Monica, California.

Information about Animal Logic is available at www.animallogic.com.

FUEL VFX has studios in Newtown, Sydney.

Information about FUEL VFX is available at www.fuelvfx.com.

PRESS enquiries, please contact:

Lisa Santo-Büchler, Animal Logic

communications@al.com.au

Ph: +61 2 9383 4800