



## **CIS VISUAL EFFECTS GROUP STRIKES LANDMARK DEAL IN SYDNEY - ACQUIRES POSTMODERN.**

### **Deal enhances local capabilities and opens Australian shop for CIS.**

Sydney, Australia, April 15, 2010: CIS Visual Effects Group announced today that it has acquired the assets of Postmodern Sydney. CIS, based in Hollywood (USA) and Vancouver, Canada, is an award-winning brand in the international visual effects industry.

Postmodern, established in 2001, is a fast growing design and visual effects business servicing high-end feature, commercial and television clients in Australia and throughout Asia. Recent projects for Postmodern include VFX for the Proyas/Summit Entertainment feature, "Knowing," and the Spierig Brothers/Lionsgate feature "Daybreakers". Recent commercial projects include McDonald's "McHappy Day" for DDB Sydney and Macquarie Bank's "Out of the Box" for Leo Burnett.

Andrew Robinson, Managing Director of Postmodern Sydney said, "We're at a point in our business growth where we've got some amazing work under our belt but for some time we've been looking for a strong partner to help us spread our wings. For us that meant finding someone with great creative and technical credentials along with global recognition," he added.

"The CIS guys reached out to us late last year to talk about joining forces with them on an Australian shop," explains Robinson. "We hit it off immediately with Don and his team, and their understanding of the Australian market. We look forward to bringing CIS technologies and capabilities into our creative pipeline for film studios, commercial production companies and television networks in addition to the independent feature market," added Robinson.

Don Fly, President and General Manager of CIS, said, "We have been impressed with the quality of visual effects work coming out of Australia for many years. The depth of Australian creative talent and strong governmental support for the industry make entering the Sydney market very attractive. The Postmodern team has done some great work. They are a design led boutique company with a lot of talent and energy. We're all very excited about working with them," adds Fly.

The business will continue to operate as Postmodern from its existing premises with all key personnel remaining in-place. Plans are underway to build a new purpose-built Sydney facility later this year to house an expanded CIS-Postmodern operation.

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## About Postmodern

Postmodern Sydney, a visual effects and design company for Australian and international television commercials, drama and feature films, is based in Sydney, Australia and is renowned for its high-participation in the creative process. The management team is headed-up by Andrew Robinson together with Visual Effects Director James Rogers and Operations Manager Angus Reid. The key staff has a long history in the film and television industry and active roles in the company. Their hands-on approach to each job forms the philosophical backbone of the company.

Recently, Postmodern has completed visual effects for the features "Australia", "Death Defying Acts" starring Catherine Zeta-Jones, "Knowing" with Nicolas Cage, as well as "Daybreakers", a major sci-fi feature starring Ethan Hawke and Willem Dafoe. Television and cinema campaign clients include: Samsung, eBay, McDonalds, ANZ, NAB, Coke, Toyota, Telstra, Lenovo, Citroen, and award-winning commercials for Kelloggs. Its operations are based in the historic Sydney Rocks district of Sydney.

[www.postmodernsydney.com](http://www.postmodernsydney.com)

## About CIS

CIS Visual Effects Group is an award winning international visual effects entity with facilities in Hollywood and Vancouver. The company services high-end feature film, television, commercial and gaming clients in the global marketplace. CIS Hollywood, founded in 1984, is one of the industry's most respected visual effects facilities. In early 2008, the company launched CIS Vancouver. With its boutique accessibility, the company has the capacity to service its clientele wherever production is situated. CIS Visual Effects Group is a division of Deluxe Entertainment Services Group Inc., a wholly-owned subsidiary of MacAndrews & Forbes Holdings Inc.

Current and recently completed CIS Vancouver work includes "Salt," "Marmaduke," "Invictus," "Angels and Demons," "Zombieland," "The Uninvited," "Aliens in the Attic," "Changeling," "Tropic Thunder," "Tooth Fairy," and "Space Buddies." CIS Hollywood's current and recent project list includes "Sex in the City 2," "Red Dawn," "Green Hornet," "Killers," "Eclipse," "The Men Who Stare at Goats," "Watchmen," "Ghosts of Girlfriends Past," "G.I. Joe: The Rise of Cobra," "The Goods: The Don Ready Story," "The Informant," "Beverly Hills Chihuahua," "The Express," "Meet Dave" and "Mummy: Tomb of the Dragon Emperor."

[www.cisvfxgroup.com](http://www.cisvfxgroup.com)

### Postmodern

Andrew Robinson [akro@postmodernsydney.com](mailto:akro@postmodernsydney.com)

### Contact: CIS Contact:

Rita Cahill [rita.cahill@roadrunner.com](mailto:rita.cahill@roadrunner.com)

Ellen Pasternack [epasternack@pacbell.net](mailto:epasternack@pacbell.net)