

One of the Top 10 Films of 2010 and One of the Best Reviewed Films of the Year*, **HOW TO TRAIN YOUR DRAGON**, Arrives on Blu-ray and DVD Friday, October 15th

"...like the mythical creatures at the heart of this tale, the movie soars."--Los Angeles Times

A Brand New Dragon Is Revealed In DreamWorks Animation's Signature Double DVD Pack and Blu-ray/DVD Combo Featuring The All-New Animated Adventure Legend Of The Boneknapper Dragon With The Original Voice Cast

Celebrate Dragon Weekend With Contest For Kids To Create Their Own Dragon, Store Events, The Launch Of Exclusive BD-Live Content And More!

HOLLYWOOD, Calif., Oct 04, 2010 /PRNewswire via COMTEX/ --

A winner with audiences and critics alike, DreamWorks Animation SKG, Inc.'s (Nasdaq: DWA) "spectacular" ("Access Hollywood"), "funny and touching" ([Rolling Stone](http://www.rollingstone.com)) action-adventure **HOW TO TRAIN YOUR DRAGON** soars onto DVD and Blu-ray FRIDAY, October 15, 2010 with even more fun, excitement and, of course, more Dragons! Written and directed by Chris Sanders and Dean DeBlois, **HOW TO TRAIN YOUR DRAGON** rolls fire-breathing action, epic adventure and laughs into a captivating and original story. The tale of a young Viking named Hiccup who defies tradition and befriends a dragon mesmerized audiences and grossed over \$492 million at the worldwide box office.

To view the multimedia assets associated with this release, please click; <http://multivu.prnewswire.com/mnr/paramount/46500/>

(Photo: <http://photos.prnewswire.com/prnh/20101004/MM75319>)

(Photo: <http://www.newscom.com/cgi-bin/prnh/20101004/MM75319>)

Giving fans more of what they loved, DreamWorks Animation will unveil **LEGEND OF THE BONEKNAPPER DRAGON**, an all-new animated adventure that introduces a brand-new, never-before-seen dragon and features the original voice cast. DreamWorks Animation's signature bonus adventure will be available for a limited time only in a Double DVD Pack and also in a Blu-ray/DVD Combo pack. The Venice Film Festival Persol Award-winner for "the most creative 3D film of the year," **HOW TO TRAIN YOUR DRAGON** will also be exclusively available on Blu-ray 3D as part of Samsung's 3D starter kit for a limited time period.

Dragon Weekend

Making the Blu-ray and DVD debut of **HOW TO TRAIN YOUR DRAGON** a fun-filled, weekend-long event, viewers can get their first look at the all new DreamWorks Animation dragon in **LEGEND OF THE BONEKNAPPER DRAGON** when it has its broadcast premiere on Cartoon Network October 14th at 8 p.m. Kids can also log onto www.cartoonnetwork.com between October 7-October 31 to create their very own dragon. Kids' imaginations can take flight as they describe their dragon, including its name, special powers, unique features and, most importantly, how to train it--the sky's the limit!

Additionally, retail locations across the country will be celebrating Dragon Weekend with special premiums throughout the weekend, including activity booklets, free photo opportunities and more. Plus fans can enjoy an all-access look at the making of the film as previously unreleased footage hosted by the film's directors, Chris Sanders and Dean DeBlois, is made available via BD-Live. The enthralling behind-the-scenes feature, "Finding The Story" gives viewers a chance to experience the phenomenal amount of work and creativity that went into producing the delightfully original story and visually breathtaking film.

DVD and Blu-ray

The DreamWorks Animation's Dragon Double DVD Pack and Blu-ray/DVD Combo boast a wealth of Viking-sized extras. The Blu-ray includes the Animator's Corner featuring Picture-in-Picture storyboards, behind-the-scenes footage and insightful interviews; a chance to uncover more dragon fun facts through pop-up trivia, build 3D Dragons, a race for the gold in the Viking Winter games, deleted scenes, a tutorial on drawing Toothless, a Viking personality test and much more fiery fun. The DVD includes filmmakers' commentary and featurettes on the Viking-sized cast and the technical artistry behind the dragons. Offering tremendous value and hours of entertainment for the whole family, the Dragon Double DVD Pack and Blu-ray/DVD Combo will be available as low as \$19.99 and \$24.99 respectively.

DreamWorks Animation's **HOW TO TRAIN YOUR DRAGON Double DVD Pack**

The ***HOW TO TRAIN YOUR DRAGON Double DVD Pack*** delivers more high-flying fun with bonus features including the following:

Disc 1:

HOW TO TRAIN YOUR DRAGON

- Filmmakers' Commentary
- The Technical Artistry of Dragon
- Viking-Sized Cast
- DWA Trailers

Disc 2:

LEGEND OF THE BONEKNAPPER DRAGON

- Never-Before-Seen Deleted Scenes
- The Story Behind the Story
- Racing for the Gold
- How to Draw a Dragon
- Your Viking Profile
- DWA Video Jukebox
- Dragon Activity Center (DVD Rom)
- Build Your Own Dragons
- Viking Zone
- Links

DreamWorks Animation's HOW TO TRAIN YOUR DRAGON Blu-ray/DVD Combo

The ***HOW TO TRAIN YOUR DRAGON*** Blu-ray/DVD Combo pack includes the following:

Blu-ray (all bonus features in HD)

HOW TO TRAIN YOUR DRAGON

LEGEND OF THE BONEKNAPPER DRAGON

- The Animators' Corner (BD Exclusive)
- Trivia Track (BD Exclusive)
- Filmmakers' Commentary
- The Technical Artistry of Dragon
- Viking-Sized Cast
- Deleted Scenes
- DWA Trailers
- The Story Behind the Story
- Racing for the Gold
- How to Draw a Dragon
- Your Viking Profile
- DWA Video Jukebox
- BD-Live - "Making The Story" - Directors Chris Sanders and Dean [DeBlois](#) take fans behind-the-scenes for a fun and in-depth look at the two year process of making the smash hit

DVD

HOW TO TRAIN YOUR DRAGON

- Filmmakers' Commentary
- The Technical Artistry of Dragon
- Viking-Sized Cast
- DWA Trailers

DreamWorks Animation's HOW TO TRAIN YOUR DRAGON DVD

The single-disc DVD includes the following:

HOW TO TRAIN YOUR DRAGON

- Filmmakers' Commentary
- The Technical Artistry of Dragon
- Viking-Sized Cast
- DWA Trailers

HOW TO TRAIN YOUR DRAGON Synopsis

A winner with fans and critics alike, DreamWorks Animation's ***HOW TO TRAIN YOUR DRAGON*** rolls fire-breathing action, epic adventure and laughs into a captivating and original story. Hiccup is a young Viking who defies tradition when he befriends one of his deadliest foes - a ferocious dragon he calls Toothless. Together, the unlikely heroes must fight against all odds to save both their worlds in this "wonderful good-time hit." (Gene Shalit, *Today*).

LEGEND OF THE BONEKNAPPER DRAGON Synopsis

Set sail for an all-new dragon adventure in DreamWorks Animation's ***LEGEND OF THE BONEKNAPPER DRAGON***. Hiccup and the Viking gang are back to battle Gobber's archenemy - the legendary Boneknapper dragon - in this full-"scale" action-adventure. Shipwrecked on a mysterious island, the courageous kids devise a plan to capture the cagey creature...if he even exists!

About DreamWorks Animation SKG

DreamWorks Animation creates high-quality entertainment, including CG animated feature films, television specials and series, live entertainment properties and online virtual worlds, meant for audiences around the world. The Company has world-class creative talent, a strong and experienced management team and advanced filmmaking technology and techniques.

DreamWorks Animation has been named one of the "100 Best Companies to Work For" by FORTUNE® Magazine for two consecutive years. In 2010, DreamWorks Animation ranks #6 on the list. All of DreamWorks Animation's feature films are now being produced in 3D. The Company has theatrically released a total of 20 animated feature films, including the franchise properties of *Shrek*, *Madagascar*, *Kung Fu Panda* and *How to Train Your Dragon*. DreamWorks Animation's next feature film is *Megamind*, scheduled to be released in 3D on November 5, 2010.

About Paramount Home Entertainment

Paramount Home Entertainment (PHE) is part of Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment. PPC is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. PHE is responsible for the sales, marketing and distribution of home entertainment products on behalf of various parties including: Paramount Pictures, Paramount Vantage, Paramount Classics, Paramount Famous Productions, Nickelodeon, MTV, Comedy Central, CBS and PBS and for providing home entertainment fulfillment services for DreamWorks Animation Home Entertainment.

DreamWorks Animation's HOW TO TRAIN YOUR DRAGON Specifications

Street date:	October 15, 2010
Runtime:	98 minutes
U.S. Rating:	<i>How To Train Your Dragon</i> : PG <i>Legend of the Boneknapper Dragon</i> : Not Rated
Canadian Rating:	<i>How To Train Your Dragon</i> : PG <i>Legend of the Boneknapper Dragon</i> : G
DVD Aspect Ratios:	Widescreen version Enhanced for 16x9 televisions
DVD Sound:	English Audio Description English Dolby Digital 5.1 Surround Sound French Dolby Digital 5.1 Surround Sound Spanish Dolby Digital 5.1 Surround Sound English Dolby Digital 2.0 Surround Sound
DVD Subtitles:	English, French and Spanish
Blu-ray:	1080p high definition

Blu-ray Sound: English Audio Description
 English 5.1 Dolby TrueHD
 French 5.1 Dolby Digital
 Spanish 5.1 Dolby Digital
 Brazilian Portuguese 5.1 Dolby Digital
Blu-ray Subtitles: English, English SDH, French, Spanish and Brazilian Portuguese

* *98% T-Meter rating on RottenTomatoes.com*

SOURCE Paramount Home Entertainment