



News Release

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AAA TEAMS UP WITH DREAMWORKS ANIMATION'S TURBO TO PROMOTE SAFE DRIVING

VIRGINIA BEACH, VA (March 25, 2013) – AAA is teaming up with DreamWorks Animation SKG, Inc.'s (Nasdaq: DWA) 3D racing comedy, *Turbo*, for a special public service announcement to promote the importance of safe driving.

The collaborative PSA complements a *Turbo* film integration, which features both the AAA IndyCar and AAA tow truck in DreamWorks Animation's July 17 film. To kick off this alliance, AAA IndyCar driver Helio Castroneves and DreamWorks Animation's racing snail, Turbo star together in the safe driving PSA, which premiered during the Auto Club 400 race in Fontana, CA on March 24.

"We're very excited to be involved with *Turbo*, which will introduce a new generation to the thrill of IndyCar racing. We also see the PSA as a constructive means to deliver safe driving messages to key younger audiences," said Georjeane Blumling, Vice President of Public Affairs for AAA Tidewater Virginia. "AAA is a wonderful on-screen tie-in for *Turbo*, as our sponsorship of IndyCar racing and our association with drivers and advocacy on behalf of motorists makes us a natural fit in the race-themed film."

"*Turbo* is inspiring and fun for the entire family, and our hero is the perfect spokes-snail to align with AAA and convey a message of safe driving," said Anne Globe, DreamWorks Animation's chief marketing officer. "The AAA brand has a natural connection to our film, especially when considering that the summer release date is ideal timing for family road trips and vacations."

AAA's promotional efforts will include a member sweepstakes and advertising campaign supporting both the movie's release on July 17 and the planned home video release later this year. Grand prizes in the sweepstakes will include a DreamWorks Experience cruise for four aboard Royal Caribbean International. The sweepstakes begins July 1, 2013 and ends August 31, 2013.

Other sweepstakes prizes include *Turbo*-themed video games & consoles, tickets to see *Turbo* in-theater and other movie-related merchandise.

Turbo is a high-velocity 3D comedy about an ordinary snail who dares to dream big - and fast. After a freak accident miraculously gives him the power of super-speed, Turbo kicks his dreaming into overdrive and embarks on an extraordinary journey to achieve the seemingly impossible: competing in the Indianapolis 500. But not everyone thinks this mollusk has the muscle to make it to the winners circle, and it's only with the help of his tricked-out streetwise snail crew that this ultimate underdog proves that no dream is too big, and no dreamer too small.

View the *Turbo* trailer [here](#).

About AAA

As North America's largest motoring and leisure travel organization, AAA provides more than 53 million members with travel, insurance, financial and automotive-related services. Since its founding in 1902, the not-for-profit, fully tax-paying AAA has been a leader and advocate for the safety and security of all travelers. AAA clubs can be visited on the Internet at AAA.com

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About DreamWorks Animation

DreamWorks Animation creates high-quality entertainment, including CG animated feature films, television specials and series and live entertainment properties, 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 five consecutive years. In 2013, DreamWorks Animation ranks #12 on the list. All of DreamWorks Animation’s feature films are produced in 3D. The Company has theatrically released a total of 25 animated feature films, including the franchise properties of Shrek, Madagascar, Kung Fu Panda, How to Train Your Dragon and Puss in Boots.

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