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DreamWorks Animation

HOW TO TRAIN YOUR DRAGON

Teaser/Trailer Script Concept

PIC: The following graphics are inter-cut with ambiguous, moody and elemental close-ups, creating a vibe as if “they” are fighter planes...

GRAPHIC/NARR: THEY TRAVEL AT SUPERSONIC SPEEDS...

PIC: POV: Flying, through clouds, etc.

GRAPHIC/NARR: MOVE WITH PRECISION...

GRAPHIC/NARR: AND ATTACK WITHOUT WARNING

PIC: Fireball descends on village

NARR: BUT FOR ALL THEIR POWER, STRENGTH AND AGILITY
THERE’S ONE HICCUP
THAT CAN RENDER THEM DEFENSELESS...

V.O.: “Hiccup!!!”

PIC: Reveal Hiccup holding on for dear life as Toothless jets through the air.

NARR: THIS SPRING
ADVENTURE IS SOARING TO NEW HEIGHTS
AND THE WORLD WILL NEVER LOOK THE SAME AGAIN

NARR: FROM THE CREATORS OF

GRAPHIC/NARR: SHREK

GRAPHIC/NARR: (AND) KUNG FU PANDA

NARR: DREAMWORKS ANIMATION PRESENTS

GRAPHIC/NARR: **HOW TO TRAIN YOUR DRAGON**

GRAPHIC: TRAINING BEGINS MARCH 2010

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TV Script Concept

NARR: IF YOU THINK FIGHTING DRAGONS IS TOUGH WORK...

TRY TRAINING ONE

ON MARCH 26TH

DREAMWORKS ANIMATION PRESENTS

A STORY FOR ANYONE IN SEARCH OF ADVENTURE...

AND EVERYONE ELSE WHO'S ALONG FOR THE RIDE

PIC: Reveal Hiccup and Toothless soaring through the air

HOW TO TRAIN YOUR DRAGON

RATED PG