

Sony Pictures Animation

New Smurfs In The Village!: Sony Pictures Animation Announces Additional Cast For *SMURFS: THE LOST VILLAGE*

Culver City, CA, February 12, 2016 – Sony Pictures Animation today announced the addition of three new cast for the lineup of talent in the next Smurf adventure *Smurfs: The Lost Village*, hitting theaters March 31, 2017.

Joining the already announced Demi Lovato as Smurfette, Rainn Wilson as Gargamel and Mandy Patinkin as Papa Smurf will be: triple Emmy nominee Jack McBrayer (*30 Rock*, *Wreck-It Ralph*) as the sweet, awkward and honest-to-a-fault Clumsy, who's forever trying his best and missing the mark; Danny Pudi (*Community*) as book smart and geek proud Brainy, who's long on knowledge, but short on inter-Smurf-onal skills; and Joe Manganiello (*True Blood*, *Magic Mike*) as the strong and super-positive Hefty, a loyal dynamo struggling with his hero complex.

The newest entry in the Columbia Pictures movie franchise that has grossed more than \$900 million globally, *Smurfs: The Lost Village* is set for a worldwide release on March 31, 2017. The fully-animated return to the tone and style of the beloved comic book creations of Peyo is directed by Kelly Asbury (*Shrek 2*, *Gnomeo & Juliet*), produced by Jordan Kerner (*Charlotte's Web*, *The Smurfs*), co-produced by Mary Ellen Bauder (*Hotel Transylvania*), and executive produced by Raja Gosnell and Ben Waisbren.

It seems to Smurfette that everyone else in the Village has a purpose — Papa Smurf (leading), Baker Smurf (baking), even Grouchy Smurf (grouching) — except for her. So what's the only girl in the village to do? Go in search of hers, of course! When she accidentally crosses paths with a mysterious creature that takes off into the Enchanted Forest, she follows, and sets off into the uncharted and strictly forbidden woods. Joined by her brothers Brainy, Hefty and Clumsy — and with the evil wizard Gargamel shadowing their every step — Team Smurf undertakes a wild journey full of action, danger and discovery, setting them on a course that leads to the biggest mystery in Smurf history!

Based on the characters and works of PEYO.

SMURF, and all Smurfs characters: ©Peyo. All Rights Reserved. "Smurf" and "The Smurfs" are registered trademarks of STUDIO PEYO

ABOUT SONY PICTURES ANIMATION

Sony Pictures Animation produces a variety of animated and family entertainment for audiences around the world. The studio is following its worldwide comedy hits—the record-breaking monster comedies *Hotel Transylvania* and *Hotel Transylvania 2*, the hybrid live action/animated blockbusters *The Smurfs* and *The Smurfs 2*, and the mouth-watering *Cloudy with a Chance of Meatballs* movies—with the fully animated reboot *Smurfs: The Lost Village* in March 2017; the inspirational story *The Lamb* in December 2017; and an animated *Spider-Man* feature from the minds of directors Chris Miller and Phil Lord in Summer 2018. The studio, in conjunction with Aardman Animations, has produced two critically acclaimed feature films: the CG-animated family comedy *Arthur Christmas*; and the Academy Award®-nominated stop-frame animated high-seas adventure, *The Pirates! Band of Misfits*. In 2007, *Surf's Up* also received an Academy Award® nomination for Best Animated Feature Film. The division—whose first feature film *Open Season* led to a very successful movie franchise, including the upcoming *Open Season: Scared Silly* in Spring 2016—turned 10 in 2012. Sony Pictures Animation is a division of the Sony Pictures Motion Pictures Group.

- Website: <http://www.sonypicturesanimation.com/>
- Facebook: <https://www.facebook.com/SONYPicturesAnimation>
- Twitter: <http://twitter.com/sonyanimation>
- Tumblr: <http://sonyanimation.tumblr.com/>
- YouTube: <http://www.youtube.com/user/SonyAnimation>

ABOUT SONY PICTURES ENTERTAINMENT

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Entertainment Inc., a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production, acquisition and distribution; television production, acquisition and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. For additional information, go to <http://www.sonypictures.com>.

ABOUT THE SMURFS

The story of the Smurfs - a property created by Peyo - started in 1958 with the creation of comic books which were later brought to both the big and small screen. Over the years, the little blue characters haven't just limited themselves to the page and the screen. They have inspired records and CDs that have sold millions of copies, entire collections of figurines and toys, and many more products. In all, more than 3,000 derived products have been produced and leading brands and companies have spread their messages worldwide with the help of the Smurfs. A multitude of new projects appear regularly, thus making the success of the Smurfs planetary!

ABOUT LAFIG BELGIUM S.A.

Lafig Belgium is the owner of the rights to produce audio-visual works based on the Smurf universe and of the Smurf worldwide licensing rights (together with IMPS). Lafig Belgium is controlled by the heirs of Pierre Culliford, better known under his pseudonym

Peyo, the author/creator of the Smurfs. For 50 years, the Culliford family has controlled the Smurf characters and all licenses worldwide.