

Cereplast Teams Up With Oculus3D to Offer Bioplastic 3D Glasses to Movie Theaters

Motion Picture Exhibitors to Benefit From Greener 3D Eyewear Options

EL SEGUNDO, Calif. and LAS VEGAS, Nev. — (March 16, 2010) — Cereplast, Inc. (OTCBB:CERPD), designer and manufacturer of proprietary bio-based, sustainable plastic resins, and Oculus**3D**, a company focused on film-based 3D projection technology, today announced that Oculus**3D** will introduce the world's first biodegradable/compostable 3D glasses as part of the OculR 3D viewing system to movie theaters. Oculus**3D**'s eco-friendly 3D glasses are manufactured using Cereplast's bioplastic resins and are expected to be available for Summer 2010 distribution to movie theaters. The news was announced today from [ShoWest](#), the motion picture distribution and exhibition industry's largest annual expo,

With major 3D movie releases such as "Avatar" and "Alice In Wonderland" requiring more than 10 millions pairs of glasses to be shipped to movie theaters across the globe from each movie, the demand for 3D presentations is growing rapidly. While many theaters collect 3D glasses at the conclusion of each show, damaged glasses, or pairs not returned end up in trashcans and ultimately in landfill sites. The joint goal of Cereplast and Oculus**3D** is to supply biodegradable/compostable 3D glasses, thereby reducing the amount of harmful petroleum-based contaminants placed in landfills.

The current 3D glasses offered by movie theaters are made of traditional fossil fuel plastic and are not biodegradable. The CO2 emissions for the more than 10 million plastic glasses is equivalent to the harmful emissions generated by burning 50,000 gallons of gasoline or 917 barrels of oil. The Oculus**3D** eyewear will feature Cereplast's Compostables® resin made with Ingeo® Poly-lactic acid (PLA). These resins allow for the manufacturing of glasses made of renewable material and create a truly compostable product. If discarded at a compost site, the 3D glasses will return to nature in less than 180 days with no chemical residues or toxicity left in the soil.

"We are very glad to be associated with Oculus**3D**, a company that understands and is concerned about the environmental impact associated with traditional petroleum-based plastic. Through the collaboration of our joint effort, we can offer the Hollywood community meaningful "green" benefits requiring little effort and providing large impact," said Frederic Scheer, Founder, Chairman and CEO of Cereplast, Inc.

"By using Cereplast's resins in our 3D biodegradable and compostable glasses we can now help the entertainment industry reduce its carbon footprint and provide movie theaters with smarter choices for both affordable 3D systems and

compatible 3D eyewear,” said Marty Shindler, Co-founder and CEO of Oculus**3D**.

About the OculR System

The OculR lens provides exhibitors with a 3D solution that works with all standard 35mm projectors, delivering superb quality film-based 3D presentations that are equal to or better than more costly digital options without paying a per-seat or per-show royalty fee. The OculR system, which costs 85 percent to 90 percent less than a digital cinema-based approach, consists of the OculR lens for the theater’s 35mm projector, a “silver” movie screen and low-cost plastic frame or Cereplast based biodegradable linear polarizer eyewear, delivering the finest 3D image at an affordable price. The OculR lens can be installed rapidly, eliminating theater downtime and providing brightness levels of 10-foot lamberts per eye, which equals or exceeds the brightness of most digital and single-projector film systems to ensure flawless 3D performance for exhibitors.

The OculR print format is created by applying an algorithm to the final digital intermediate file to produce a master negative. Release prints are then made using standard lab techniques and costs are identical to making a standard print, making conversion from 2D to 3D a seamless process for the labs, exhibitors, and studios.

About Oculus**3D** Corporation

The mission of Oculus**3D** is to offer quality 3D projection at lower cost with higher profits for exhibitors and studios. The principals, Lenny Lipton, Al Mayer, Jr. and Marty Shindler have a combined 100 years of experience in the movie business. For more information please visit www.oculus3d.com.

About Cereplast, Inc.

Cereplast, Inc. (OTCBB:CERP - News) designs and manufactures proprietary bio-based, sustainable plastics which are used as substitutes for petroleum-based plastics in all major converting processes - such as injection molding, thermoforming, blow molding and extrusions - at a pricing structure that is competitive with petroleum-based plastics. On the cutting-edge of bio-based plastic material development, Cereplast now offers resins to meet a variety of customer demands. Cereplast Compostables® Resins are ideally suited for single use applications where high bio-based content and compostability are advantageous, especially in the food service industry. Cereplast Hybrid Resins® combine high bio-based content with the durability and endurance of traditional plastic, making them ideal for applications in industries such as automotive, consumer electronics and packaging. Learn more at www.cereplast.com.

Safe Harbor Statement

Matters discussed in this press release contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. When used in this press release, the words "anticipate," "believe," "estimate," "may," "intend," "expect" and similar expressions identify such forward-looking statements. Actual results, performance or achievements could differ materially from those contemplated, expressed or implied by the forward-looking statements contained herein. These forward-looking statements are based largely on the expectations of the Company and are subject to a number of risks and uncertainties. These include, but are not limited to, risks and uncertainties associated with: the impact of economic, competitive and other factors affecting the Company and its operations, markets, product, and distributor performance, the impact on the national and local economies resulting from terrorist actions, and U.S. actions subsequently; and other factors detailed in reports filed by the Company.

Contact:

Cereplast Media Contact:
Beckerman
Laura Finlayson, 201-465-8007
pr@cereplast.com

Oculus3D Media Contact:
Rogers & Cowan
Sallie Olmsted (310) 854-8124
During ShoWest (323) 552-6822
solmsted@rogersandcowan.com

or

IRTH Communications, LLC
Andrew W. Haag, 310-770-9661