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For Immediate Release

Cromosoma, one of the oldest Pegs installations in Europe, switches to USAnimation®

Cromosoma, one of Europe's leading producer of high-quality animation chooses Toon Boom Technologies' flagship product, USAnimation®.

Montreal (October 3, 2000) – Toon Boom Technologies Inc. is delighted to welcome Cromosoma of Barcelona, Spain, into its worldwide family of animation studios. Promoting itself as “The European Animation Company”, Cromosoma chose Toon Boom's flagship product, USAnimation®, to replace their current software installation. “We're very grateful to Sergi Reigt and his team at Cromosoma for giving us this opportunity to partner with them. Having Cromosoma as a member of the family certainly boosts our presence in Europe and we're all looking forward to a very successful long term relationship”, commented Mr. Shane Bradley, Director of Sales, Europe at Toon Boom Technologies.

Known as one of the oldest Pegs installations in Europe, Cromosoma decided to switch to USAnimation® because it gives them access to the latest technology in 2D animation, thus producing content with tomorrow's needs in mind. USAnimation®'s export to Flash and the easy integration of 3D have been key factors in their decision making process. Also, after completely remodeling their 3,000 m² in Barcelona, Cromosoma wanted to provide its team with the most advanced technology to deliver their upcoming productions, in a timely and efficient manner.

Last but not least, Cromosoma's decision to switch to USAnimation® was reinforced by the quality of the support offered by Toon Boom during the installation, training and technical support.

Cromosoma's current and future projects that will use USAnimation® are: Juanito Jones (52 x 13' – 26 x 26'); Miniman (26 x 13'); Tom (26 x 26'); and, Weby (26 x 13').

About Toon Boom Technologies Inc.

Toon Boom Technologies Inc. (www.toonboom.com) is the only company on the international market offering 100% vector-based, resolution-independent,

Macromedia® Flash™ enabled, 2D cel animation software package. Toon Boom's product, USAnimation®, is the most advanced 2D animation system at the service of the classical animation industry.

Toon Boom Technologies is pleased to offer its clients turnkey solutions that live long after the sale of its software. The Toon Boom team has extensive experience in the integration of the hardware and software components and can help in the hiring of key staff and managing the production during the implementation phase. Our customer support center is staffed by a team of digital animators and computer technicians, that help customers with technical and workflow questions.

Installed in more than 30 countries, USAnimation® is the industry standard in the 2D cartoon animation market. USAnimation® is the software of choice of major studios such as DreamWorks, Film Roman, Warner Bros., Klasky Csupo, Paramount Pictures, Mercury FilmWorks, Sunwoo, Cuckoo's Nest, and many others.

About Cromosoma

Established in 1998, Cromosoma (www.cromosoma.com) has grown spectacularly, and has made a place for itself on the audio-visual market as a producer of authors' series, which respect the original work while adapting it to the animation world. Their philosophy of opting for quality has allowed them to obtain a high recognition from both audience and broadcasters. Cromosoma has premises of over 3,000 square meters in Barcelona, with the latest generation hardware and software.

Cromosoma has a young, dynamic team of 100 people on the staff, as well as nearly 200 collaborators, for the production of their own animation series, publishing products, and multimedia. With the arrival of new production technology in audio-visual production, they entered ON-LINE editions, CD-ROM upported titles and, more recently, 3D and DVD.

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