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For Immediate Release

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Toon Boom Technologies Brings Classic Cartoons to the Web Using Macromedia® Flash™

Macromedia® enables application vendors
to add Macromedia® Flash™ export

NAB2000 -- Las Vegas, Nevada -- April 10, 2000 - Macromedia, Inc. (NASDAQ: MACR) and **Toon Boom Technologies** today announced that **Toon Boom's USAnimation** software now supports the Macromedia® Flash™ (SWF) file format. **Toon Boom** is the most recent example of a leading application that has added Macromedia Flash support. Macromedia Flash is the industry standard for high-impact, vector-based Web sites that deliver motion, sound, interactivity, and graphics.

The **USAnimation** software is the industry standard in the 2D cartoon animation market for film and broadcast. **Toon Boom's USAnimation V5** product is the most advanced 2D animation system on the market for managing large scale, high-volume projects while preserving superior image quality. **USAnimation V5** and Macromedia Flash are both vector-based products, which made them a natural fit for integration.

USAnimation enables users to export static animation frames and render Macromedia Flash movies. Users benefit from **USAnimation's** creativity, quality and productivity features and can then immediately convert their work to the SWF file format to stream it over the Web. Animations from **Toon Boom** can be imported into the industry-leading Macromedia Flash 4 authoring software to add more rich interactivity, MP3 audio, and advanced animation effects. **Toon Boom** will demonstrate the product at NAB 2000.



With a global installed base in more than 30 countries, **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.

"Macromedia Flash gives our customers an amazing delivery platform for their artwork," said Jacques Bilodeau, President and CEO at **Toon Boom**. "The Macromedia Flash file format retains the high-quality animation our customers demand while providing the broadest reach of any Web delivery technology."

"An amazing synergy exists between Macromedia Flash and **Toon Boom Technologies**, as their high-end vector animation product is used by the largest animation studios in the world, and Macromedia Flash Player is the most widely-distributed Web software in the world," said Mark Strassman, senior director of product management and marketing for Macromedia. "**Toon Boom** is an amazing example of the potential that can be unlocked by applications that can natively export the Macromedia Flash file format."

Macromedia made the Macromedia Flash file format available to the development community two years ago. The new Macromedia Flash file format software development kit (SDK) enables developers to more easily add Macromedia Flash export to their applications. Macromedia Flash 4 is the leading application for authoring high-impact Macromedia Flash content. Over 30 software applications currently support the Macromedia Flash file format, including products from Adobe, Apple, Corel, and Quark. Macromedia Flash content exported from these applications can immediately be viewed by 90 percent of Web browsers, according to the results of an NPD Online Research survey conducted in February 2000. That percentage translates to more than 222 million Web users automatically able to experience Macromedia Flash content, based on the latest International Data Corporation numbers of the total universe of Internet users.

For more information on, or to download, the free Macromedia Flash file format (SWF) SDK, visit:

<http://www.macromedia.com/software/flash/open/licensing/fileformat/>



About Toon Boom Technologies

Toon Boom Technologies Inc. is the only company on the international market offering 100% vector-based resolution independent 2D cel animation packages: a new generation of 2D cel animation software at the service of classical animation industry. With systems installed in more than 30 countries, **USAnimation** is paving the way for the new era of digital 2D cel animation production.

About Macromedia

Macromedia's mission is to add life to the Web. Our award-winning products empower developers to provide the most engaging experience on the Web and enable more effective e-business. Headquartered in San Francisco, Macromedia (NASDAQ: MACR) has more than 800 employees worldwide and is available on the Internet at

<http://www.macromedia.com/>

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