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For Immediate Release

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Stan Lee Media Partners With Toon Boom to Develop Web-Based Animation Software

Software Package Will Be First To Facilitate
Uploading Of Internet Programming To Film And Television Media

Las Vegas (April 11, 2000) - Stan Lee Media, Inc. (OTC BB: SLEE) today announced a strategic alliance with Canadian-based **Toon Boom Technologies** for the development of web-based animation software, which SLM will utilize in constructing its episodic Web comics, or "Webisodes." Jamie Wilkinson, executive vice president, Internet strategy for SLM, will oversee Beta testing in late summer/early fall 2000, to take place in Montreal and at a number of animation houses throughout the world. Pentafour Software & Exports Ltd., a leading developer of 2D/3D graphics and animation, special effects and software, will also participate in the project.

Toon Boom's flagship software, the **USAnimation V5** system, which permits animators to create programming for direct export to television, film and the Internet utilizing Macromedia® Flash™ Player, is the most popular software in the 2D cartoon animation market and will be the framework used in creating the new software.

Commenting on the partnership, Jamie Wilkinson, Executive VP Internet Strategy at **Stan Lee Media** stated, "We look forward to working with **Toon Boom** on the creation of this groundbreaking Web animation software. The ability to maximize an animator's efforts in the creation of content for the Web is a breakthrough not only in time management, but also in creativity, quality and cost effectiveness."



Toon Boom's President and CEO, Jacques Bilodeau stated, "The relationship forged between us and **Stan Lee Media** is a wonderful opportunity for all of us as well as animators around the globe. With content needs for all mediums on the rise, we believe that the creation of this software will support an even greater opportunity for the development of quality content in a time effective and cost effective manner."

Stan Lee Media (<http://www.stanleemedia.com>) is an Internet-based, multimedia content production, marketing and licensing company founded by pop culture icon Stan Lee to extend his globally recognized brand name, signature style of content and character creation to all niche markets of the global popular culture. Using the Internet to launch new branded superhero, science fiction and fantasy related content while building the largest global on-line youth community; the company will pioneer the full integration of all-ancillary entertainment and marketing media with the World Wide Web.

Toon Boom Technologies Inc. (<http://www.toonboom.com>) is the only company on the international market offering 100% vector-based, resolution-independent 2D cel animation software package. **Toon Boom's USAAnimation V5** product is the most advanced 2D animation system at the service of the classical animation industry.

With a global installed base in more than 30 countries, **USAAnimation** is the industry standard in the 2D cartoon animation market. **USAAnimation** 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.