



Toon Boom Toasts X-Men Creator, Stan Lee at Siggraph 2000 Party

Toon Boom, Stan Lee Media's Technology partner, salutes
X-Men creator at Siggraph Party

New Orleans (July 24, 2000) – In fostering their business relationship established last April, Toon Boom will be hosting a cocktail party for Stan Lee, Co-Founder and Chief Creative Officer of Stan Lee Media (Nasdaq: SLEE), at Siggraph, Booth 729, on July 25, 2000. Stan Lee will be attending and signing autographs at 5:00 p.m., cocktails will follow at 6:00 p.m. Stan Lee is known to millions as the creator of X-Men, Spider-Man, and The Incredible Hulk.

At NAB 2000, Toon Boom Technologies and Stan Lee Media announced a strategic alliance for the joint development of web-based animation software. SLM plans to use the new software in producing *The Backstreet Project*, *Mary J. Blige, 7th Portal*, *The New Adventures of Mighty Mouse*, *The Stone Giant*, and its other forthcoming animation franchises. Stan Lee Media is currently integrating Toon Boom's revolutionary new vector based software into its Digital Animation Studio.

Siggraph 2000 is the world's premiere conference and exhibition on computer graphics and interactive techniques. Toon Boom's flagship software, the USAnimation V5 system, which for the first time permits animators to create one programming production for direct export to television, film and the Internet utilizing Macromedia® Flash™ Player. USAnimation is the most popular software in the 2D cartoon animation market. It will be the framework used in creating the new software and will be demoed at the company's booth at Siggraph.

"Because of our relationship with Toon Boom, Stan Lee Media will be a lead creator of one-size fits all animation databases usable in our global animation franchises for all media platforms," offered Stan Lee.

About Stan Lee Media

Stan Lee Media, Inc. (www.stanlee.net) is a publicly traded, Internet-based, multimedia, branded content creation, production, marketing, and licensing company founded by pop-culture icon Stan Lee, co-creator of such classic characters as The X-Men, Spider-Man, and The Incredible Hulk. More than two billion copies of books featuring characters Stan co-created have been published in 100 countries and 27 languages. The company has partnered with a range of globally branded talent and content

creators, including one of the most popular singing groups in the world, the Backstreet Boys, to establish the largest independent creator and aggregator of globally branded entertainment franchises on the Internet. www.stanlee.net is establishing itself as a leading destination site on the World Wide Web for animation, interactive games, community, commerce and other "sticky-content." The company's two hit animated series the "7th Portal" and "The Accuser" are currently featured on its distribution partner, shockwave.com. Currently, Paramount Park is developing "7th Portal" as a ride attraction for five theme parks within the United States, and the Mark Canton Company is co-developing with Stan Lee Media a major CGI live action motion picture based upon the "7th Portal" franchise.

About Toon Boom

Toon Boom Technologies Inc. (<http://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 USAnimation[®] 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, 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.

This release contains statements that constitute "forward-looking statements" within the meaning of Section 21E of the Exchange Act and Section 27A of the Securities Act. The stockholders of Stan Lee Media are cautioned not to put undue reliance on such forward-looking statements. Such forward-looking statements are not guarantees of future performance and involve risks and uncertainties. Actual results may differ materially from those projected in this release resulting from the following reasons (among others): the timing of sales and deliveries under existing contracts, general economic conditions, costs of sales and the ability of the company to maintain pricing levels necessary to maintain gross profit margins, the level of selling, general and administrative costs, the performance by the company under existing purchase contracts and the ability to obtain new contracts, the success of the company's strategy, and the effects of competition. In addition, the company's shareholders are urged to carefully review the risk factors discussed in the documents the company files from time to time with the Securities and Exchange Commission.

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