



For Immediate Release

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MERCURY FILMWORKS USES USANIMATION® ON THE KID

Montreal (October 2, 2000) – Toon Boom Technologies is proud to be part of Mercury Filmworks's success. Indeed, Mercury Filmworks, one of North America's largest animation post-production houses, is also one of the busiest. Clint Eland, CEO and Executive Producer recently announced. With a combination of animated series, features and hour-long specials in production at the highly successful Vancouver-based digital animation studio, Eland gives credit to the use of Toon Boom Technologies' USAnimation for his company's solid reputation for producing high volume, high quality work.

Currently the studio is in production on *The Kid*, an adult-oriented prime time series for Nelvana. Eland explains that in using the US Animation system on this series, the digital artists at Mercury Filmworks are better able to deliver the quality work that their clients have come to expect from the three-year old company. "As a primetime series, *The Kid* has a very unique visual look," says Eland. "It is very demanding to produce and I'm very pleased that our exceptional team has been able to bring extra value to the show using USAnimation. It helped us meet the unique requirements that Nelvana had for this series." He adds: "Producing the quality of work that our clients demand is critical in such a highly competitive field."

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 flagship 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 Mercury Filmworks

Mercury Filmworks is one of North America's premier digital animation and post-production houses, providing complete digital solutions to national and international animation producers. From feature quality digital paint, special effects, 3D animation, and compositing, to uncompressed digital on-line editing, mastering, and network packaging, Mercury Filmworks services clients world-wide from the heart of Vancouver via high-speed wireless to fibre-optic connectivity.

MFW's impressive client list includes Disney Feature Animation, Nelvana, Fox, DreamWorks Animation, Teletoon, the Sony ANIMAX Network, MTV Animation, Disney Channel, YTV, Studio B Productions, Discovery Network, Columbia Tri-Star, SONY, Harvey Entertainment Co., Wild Brain, Pearson Entertainment, FunBag Animation, Curious Pictures, Sony Wonders and DECODE Entertainment.

Mercury Filmworks, along with Klasky Csupo, is a premiere beta-site for USAnimation.

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