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For Immediate Release

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USAnimation[®] is Class-Key Chew-Po Commercials' Number One Pick to Produce *Cocoa Puffs* spots and more

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Montreal (February 15, 2001) – Toon Boom Technologies is proud to announce that Class-Key Chew-Po Commercials has selected USAnimation[®] as their number one software to produce its *Cocoa Puffs* spots. Class-Key Chew-Po Commercials has joined forces with Saatchi & Saatchi, New York, to create two spots for General Mills Inc., *Cocoa Puffs* cereal as the objective was to produce them with a distinct 'Klasky Csupo' flair. Both spots, "Election: Part I" and "Election: Part II", aired nationwide in December 2000.

These fun and very timely spots were directed by Class-Key Chew-Po's veteran director, Bonita Versh; who also designed over 15 of the supporting animated characters. Versh who finished a promotional spot for "Rugrats in Paris: The Movie" – also done using USAnimation[®] - commented on the *Cocoa Puffs* Campaign, saying, "I had a lot of fun using USAnimation to create these spots as the system offers tremendous efficiency throughout the process, from animatics to compositing. Some scenes had up to 65 layers, so the Paint module's speed came in very handy. The flexibility USAnimation offers is unparalleled and allowed us to make immediate changes and send the files overnight for approval. With the combination of 3D compositing in LightWave and 2D compositing in USAnimation, we were able to meet several technical challenges, thus, creating a very unique 2D-3D look".

Saatchi & Saatchi Kid Connection, New York, came to Class-Key Chew-Po for its reputation of new, cutting-edge techniques. "No need for recounts or judicial reviews with these election results. Bonita and her team gave us just the look we were hoping for; a combination of *Cocoa Puffs* kookiness, Klasky Csupo quirkiness, and an eye-catching use of CG and cel," states Senior VP Creative Director, David Shea.

Toon Boom's flagship product, USAnimation® V5, is the most popular animation suite in the 2D cartoon animation market. The secret of its success is the power and flexibility it gives animators, allowing them to create programming for direct export to television, film and the Internet. The V5 release includes several key features, including output to Macromedia® Flash? , multi-format rendering, and interactive, real-time, multi-layer 3D Scene Planning.

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 for all media platforms. Toon Boom's products, USAnimation® and USAnimation® Web Edition, are the most advanced 2D animation systems 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. We staff our customer support center with a team of digital animators and computer technicians that can 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, Liquid Animation, Mercury FilmWorks, Sunwoo, Cuckoo's Nest, and many others.

About Klasky Csupo, Inc.

With 1999's "The Rugrats Movie", Klasky Csupo, Inc. (www.klaskycsupo.com) became the first non-Disney studio to break the \$100 million domestic box-office mark with an animated feature film in March 1999. Hot off this success, the studio has announced that it will produce one animated feature per year. And with the two most watched television series for children, "Wild Thornberrys" and "Rugrats", Klasky Csupo (CLASS-KEY CHEW-PO) is now a name that everyone is learning to pronounce.

From television to feature film, home video to commercials, publishing to music - Klasky Csupo has become synonymous with state-of-the-art, cutting edge animation. Since starting the studio in a spare bedroom in 1982, graphic designer Arlene Klasky and animator Gabor Csupo, both passionate advocates of artistic experimentation, have built a company housing more than 300 employees. The studio's signature style embraces the wit and eccentricity of life through boldly imaginative uses of animation arts. Winner of five Emmy Awards, two Cable Ace Awards and numerous commercial, art and production honors, Klasky Csupo has created hit television series including "The Simpsons", "Rugrats" (along with Paul Germain), "AAHHH!!! Real Monsters",

"Duckman", "Santo Bugito", "The Wild Thornberrys", "Rocket Power" and "Edith Ann" specials. It is also home for the UK's "Stressed Eric", CLASS-KEY CHEW-PO COMMERCIALS, and the record labels Tone Casualties and Casual Tonalities, as well as Klasky Csupo Publishing.

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