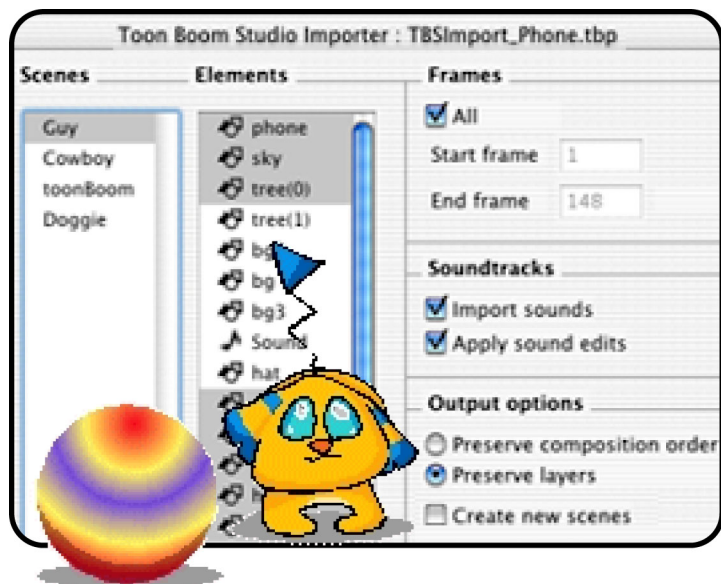




Push the vector power further with Toon Boom Studio™ and Macromedia Flash™ MX

Montreal (March 4, 2002) - Toon Boom Technologies Inc. announced today the release of the Toon Boom Studio™ Importer (TBSi) for Macromedia Flash™ MX. Macromedia Flash MX, also announced today, enables the development of a new generation of rich Internet content and applications. TBSi uses unique technology to provide integration between Toon Boom Studio™ and Macromedia Flash™ MX, resulting in a streamlined workflow for adding interactivity to professional quality 2D animations. Now, animators can use Toon Boom Studio, a tool designed specifically for their needs, to output quality web toons that can be brought into Macromedia Flash MX to easily and efficiently transform them into enticing, entertaining interactive content.



"We believe that Toon Boom Studio provides the best suite of animation tools to the Macromedia Flash developer and designer community" says François Gariépy, VP, Internet Strategy at Toon Boom Technologies. "The broad appeal of Macromedia Flash to produce compelling web productions is now greatly enhanced by being able to import the highest quality animation elements or scenes without losing any information."

Whether telling a story, educating learners, creating games, or building web sites, you can use Toon Boom Studio™ to easily and efficiently create and animate characters in a 3D environment that provides animated feedback as well as lip sync responses to any input. After you import your Toon Boom Studio™ project into Macromedia Flash, you can add titles and interactivity to your animation to engage your audience and keep them coming back for more.

"Macromedia is excited by the potential of the seamless integration of Toon Boom Studio and Macromedia Flash MX," said Eric Wittman, director of product management, Macromedia. "As two professional vector-based solutions, our interoperability emphasizes our continued dedication to bringing the web development community the best solutions for unique and interactive 2D animated content."

Adding Toon Boom Studio™ to your animation toolbox enables you to create fresh, animated, vector content for the web, while respecting the need for modest-sized files. Together with Macromedia Flash MX, you'll be equipped with a complete production platform for the creation of interactive entertainment for the web.

About Toon Boom Technologies Inc.

Based in Montreal, Canada, Toon Boom Technologies Inc. is a world-leading supplier of 2D animation software for businesses and individuals. With a presence in more than 30 countries, Toon Boom Technologies provides a complete suite of high-performance, web-enabled animation tools and services to creators and producers of 2D animation. The product portfolio includes [USAnimation](#), [USAnimation Web Edition](#) and [Toon Boom Studio](#), all award-winning software packages. Founded in 1994, Toon Boom Technologies offers 100% vector-based, resolution independent and 3D multi-layer software system with multi-format output to HDTV, Film, DVD, Imax and Macromedia Flash. Toon Boom Technologies' products supply the 2D animation market with digital production tools for market-leader studios such as Klasky Csupo, Warner Bros., DreamWorks, Paramount, MGM, FableVision Studios and Wild Brain. For additional information, visit Toon Boom on the Web at www.toonboom.com

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