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www.mercuryfilmworks.com

**Mercury Filmworks awarded Warner Bros. Feature Animation
digital paint contract for Looney Tunes: Back In Action**

Vancouver, B.C., April 9, 2003 - Mercury Filmworks, one of Canada's most respected independent digital animation service studios, has been selected by Warner Bros. Feature Animation to provide digital paint expertise for its live-action and animation feature film, *Looney Tunes: Back In Action*. After engaging in a rigorous worldwide competitive screening process, Warner Bros. chose Mercury from a diverse field of international studios.

Directed by Joe Dante, the production, starring Brendan Fraser and Jenna Elfman, Daffy Duck and Bugs Bunny and co-starring the cast of whimsical Looney Tunes characters, is scheduled for release in November 2003.

"Mercury's focus and philosophies on quality and dependability are closely aligned with those of Warner Bros. Feature Animation," says Mercury's President and Executive Producer Clint Eland. "Given the creative and technical intensity of this film, Warner Bros. needed bullet-proof assurance that an outside studio could, at minimum, perform to the levels they are used to achieving internally. Our track record in episodic television and feature film enabled us to demonstrate why we consider ourselves the best in the field. We are thrilled to play a small part in the making of this movie."

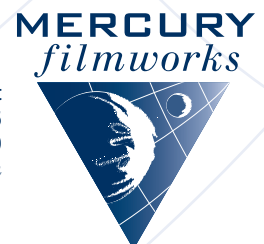
Mercury's most recent feature film animation project was Cartoon Network Studios' *The Powerpuff Girls Movie* released last summer. The studio provided the compositing and special effects for Act Three's climactic sequence where the feisty trio, Bubbles, Buttercup and Blossom, battle the Monkey King and his army.

Following the wrap of live action shooting on *Back In Action*, Mercury started production on February 19 and will wrap in mid-September. The animation is being scanned in Mercury's Toronto facilities and digitally transferred to the Vancouver studio where most of the work will take place within the new USAnimation version 6. The inter-studio production is also benefiting from real-time tracking via a new, and yet to be released version of a joint venture Toon Boom Technologies / Sentient Research real-time production and supply-chain management system code named Piranha.

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In Looney Tunes: Back in Action Jenna Elfman plays a studio exec who fires both Daffy and his partner in crime, a security guard played by Brendan Fraser. When Bugs reminds Elfman that he's no good without his comic foil, she agrees to join him and Fraser on an around-the-world search for the feisty mallard, during which they encounter virtually the entire gallery of Looney Tunes Characters.

Background

Delivering over 250 half hours of television and feature animation to producers and broadcasters in its first five years, Mercury, which started as a small three person operation, now employs more than 120 people between its Vancouver and Toronto studios and is the second largest USAnimation facility in North America behind Disney. The company services clients world-wide via a carrier-class fibre-optic network and a fresh suite of web-based client services. Specializing in production design, digital paint, effects, compositing, 3D animation and digital post production. With its recent expansion into design, pre-production, and digital animation, Mercury is now poised to emerge as a leader in the new class of Canadian digital animation producers.

Mercury Filmworks' extensive client list includes some of the finest companies in the world, identified in the industry for their commitment to quality television and feature entertainment. The studio is proud to be associated with: BBC; Cartoon Network Studios; Corus Entertainment/Nelvana; CTV; DECODE Entertainment; Discovery Networks; Disney Television & Feature Animation; Dreamworks; Kids' WB!; MTV Networks, SONY, Studio B Productions; Teletoon; Warner Bros. Feature Animation; Will Vinton Studios; Universal Studios; and YTV.

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