



For More Information, contact:
Toon Boom Inc.
Karina Bessoudo
514 278 8666
karina@toonboom.com

For Immediate Release

LuxAnimation Chooses Opus

Montreal (March 16, 2004) – Toon Boom is proud to announce a long-term relationship with LuxAnimation, the prestigious Luxembourg animation studio, which has equipped its studio with USAnimation OPUS for their animation productions.

Joan Vogelesang, President and Chief Executive Officer at Toon Boom, shared: "This deal is definitely a breakthrough for Toon Boom in the European market. LuxAnimation is one of the busiest studios in the world due to the quality of its work and USAnimation OPUS is the standard for quality and productivity in animation software - the relationship is a perfect fit for our two companies."

"All of our projects are close to our heart and we are happy to start production with USAnimation OPUS, whose efficiency and productivity easily meet the quality standards that make LuxAnimation's reputation," commented Lilian Eche, Chief Executive Officer at LuxAnimation. As part of the production organization, all LuxAnimation's sub-contractors will also use USAnimation OPUS for compatibility and quality standardization.

About Toon Boom Inc.

Based in Montreal, Canada, Toon Boom Inc. is the world-leading supplier of animation solutions. Toon Boom is the parent company of USAnimation® OPUS, Toon Boom Studio™ and Toon Boom Studio™ Express and provides consulting services related to production workflow and productivity. Toon Boom's client base ranges from major studios creating Hollywood blockbuster animated films to individual animators creating their first masterpieces. Market-leading studios using Toon Boom's products include Nelvana, Klasky Csupo, Warner Bros., DreamWorks, Paramount Pictures, Universal, Wild Brain, Mercury Filmworks, Sunwoo, and Cuckoo's Nest, to name a few. Toon Boom is committed to delivering intuitive and powerful solutions that advance the art of animation for the web, video, TV, wireless and film.

For additional information, visit Toon Boom on the Web at www.toonboom.com

Toon Boom Studio™, Toon Boom Studio™ Express and USAnimation® are trademarks of Toon Boom Inc. Other company and product names may be trademarks of their respective owners.

###