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For Immediate Release

Toon Boom Gets Award from India

(Montreal, May 14, 2004) – At the latest FRAMES 2004, Asia's biggest convention on the business of entertainment, the Federation of Indian Chambers of Commerce & Industry honored Joan Vogelesang, President and CEO of Toon Boom Animation, with the *Life Time Achievement Award* for being instrumental in the development of the Indian animation industry.



"I was very moved when I received the award," shared Joan. "From the beginning, I firmly believed that India would become an active player in the global animation industry. The local content potential is tremendous both for the home and export markets. The industry at large is beginning to take note of this potential. It fills me with joy to see this amazing industry creating so many jobs and making the rich cultural heritage of India a wonderful source of inspiration."

Toon Boom has been involved in the Indian animation industry since 1999. Since then it has established a great working relationship with many successful studios, including DQ Entertainment, Escotoonz, Aptech and Heart Animation.

About Toon Boom Animation Inc.

Building on a decade of great successes, Toon Boom has entered a new era. Designated as Toon Boom Animation Inc, the company carries several leading animation products, including USAnimation OPUS and Toon Boom Studio. Toon Boom also offers consulting and training services dedicated to increasing animation production efficiency and quality. Concerto, a new solution designed to meet digital and paperless animation production needs, is implemented in prestigious animation studios worldwide. With these great offerings, Toon Boom Animation is well poised, as the world-leading supplier of animation solutions, to continue delivering quality, efficiency and reliability to the animation community – for all animation styles and formats. 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, Mercury Filmworks, Wild Brain, Sunwoo, and Cuckoo's Nest, to name a few.

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