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For Immediate Release

Toon Boom for a Good Cause

Toon Boom Harmony will be used by the Sophia Hilton Foundation of Canada, in collaboration with the Shastri Indo-Canadian Institute and the Madras Craft Foundation, to produce an animated folk epic from southern India.

Montreal, April 4, 2005 – Today Toon Boom Animation announced its support for an exciting educational initiative launched by the Sophia Hilton Foundation of Canada in collaboration with the Shastri Indo-Canadian Institute and the Madras Craft Foundation. These organizations are joining forces to produce an animated folk epic from southern India. Studios in Canada and India will use Toon Boom Harmony to complete this project, which includes 52 twelve-minute episodes.

"The intent is to produce an educational product that communicates the richness and depth of traditional Indian storytelling while also incorporating a wealth of rural cultural nuances. The initial production will be in English, but sound tracks in several local Indian languages are also planned," (Brenda Beck, President, The Sophia Hilton Foundation of Canada).

The *Annanmar Katai* or *Story of the Brothers* is a regional story that depicts three generations in a land-owning family that once ruled a substantial local territory. The heroes attempt to protect their lands from various external threats and undergo many trials and tests in the process. They are backed by the women of the family and aided by a variety of semi-magical animals. The epic encompasses an entire tapestry of smaller stories.



"We truly admire Indian culture and are deeply touched to be part of this wonderful project. We wanted to ensure the production team had the opportunity to use the most advanced animation technology to create a project of the highest quality," (Joan Voogesang, President and Chief Executive Officer at Toon Boom).

About Toon Boom Animation Inc.

Building on a decade of great successes, Toon Boom is the world-leading supplier of animation technology. Toon Boom Animation Inc. carries several leading animation products, including Opus, Harmony and Toon Boom Studio. Toon Boom also offers consulting and training services dedicated to increasing animation production efficiency and quality. Harmony, a new solution designed to meet digital and paperless animation production needs, comes with high-tech tools such as morphing, inverse kinematics and glue. With these great offerings, Toon Boom Animation is well poised 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., Paramount Pictures, Universal, Mercury Filmworks, Wild Brain, King Camera, Cromosoma and Lanterna Magica, to name a few.

In 2004, the Federation of Indian Chambers of Commerce & Industry honored Ms. Voogesang, President and Chief Executive Officer of Toon Boom Animation, with the Life Time Achievement Award for promoting the Indian Animation Sector on the global map. Since 1999, Toon Boom has advocated the potential of India as an animation destination and has established a great working relationship with many successful studios.

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

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