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For Immediate Release

Toon Boom Wins a Primetime Emmy® Engineering Award

Montreal (August 15, 2005) – Toon Boom Animation announced today that the Academy of Television Arts & Sciences has granted a 2005 Primetime Emmy® Engineering Award to USAnimation Opus, the leading animation software solution for traditional studios worldwide, from North America, to India, China, Korea and Europe.

Used by Walt Disney Television, Fox, Universal, Nelvana, China Central TV, Alphanim, Nickelodeon Animation Studio and Warner Bros among others, this complete animation solution is designed to handle projects of any size or level of complexity for TV, HDTV, film and the web. Flexible and easily adaptable, Opus includes digital ink-and-paint, powerful sceneplanning, sophisticated effects, compositing tools and seamless 2D and 3D integration, all in a configurable user interface and integrated workflow. Opus' advanced capabilities translate into increased animation control, higher-quality animation, and significant production costs savings. Opus offers studios all the strength necessary to be the main animation backbone, into which third party software can be plugged-in, including 3D animation and special effects software.



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"We are extremely proud to receive this award and are grateful to the Academy for recognizing the great contribution USAnimation Opus has made to the animation industry targeted for television. Since our vector technology extensively developed in Opus has been deployed to our entire family of products, this Emmy award applies to all of them", shared Joan Voogesang, President and Chief Executive Officer at Toon Boom.

Toon Boom will receive its prestigious statuette at the Award ceremony on September 11, 2005 in Los Angeles.

About Toon Boom Animation Inc.

Building on over a decade of great successes, Toon Boom Animation Inc. is the worldwide leader of animation software solutions with high-tech tools such as morphing, inverse kinematics and glue. Toon Boom carries several leading animation products, including Harmony, Opus and Studio. Harmony is a revolutionary solution designed to meet digital animation production needs, whether it is cut-out or paperless. Its superior toolset, with morphing, inverse kinematics and glue, makes it the solution for any studio wanting to create the highest-quality animation cost-effectively. Toon Boom Opus is the industry standard for traditional animation production. From scanning, inking and painting, to compositing and rendering, its powerful features translate into significant savings throughout the production process. As for Toon Boom Studio, this application is the ideal tool for individuals. Toon Boom also offers consulting and training services dedicated to increasing animation production efficiency and quality. 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. Some of the prestigious productions done with Toon Boom's technology include *Les Triplettes de Belleville*, *Looney Tunes: Back in Action*, *The Rugrats*, and *SpongeBob The Movie*.

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 at www.toonboom.com.

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