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For Immediate Release

Toon Boom Supports Olympic Athlete

Toon Boom Animation is proud to support excellence in art, technology as well as in sports. In view of the upcoming Games of the XXIX Olympiad – Beijing 2008, Toon Boom has decided to sponsor Mark Heese, a multiple medal winner in beach volleyball.

Montreal (June 6, 2006) – Emmy award-winning Toon Boom Animation Inc. today announced its sponsorship of Mark Heese, one of Canada's premier beach volleyball players for over a decade, during his preparation for the upcoming Games of the XXIX Olympiad – Beijing 2008.

With his partner, John Child, Mark Heese has accomplished many firsts for Canadian beach volleyball. He brought home Canada's first ever medal in volleyball at the inaugural beach volleyball Olympic event in Atlanta in 1996. He won Canada's first FIVB International World Tour gold medal in Berlin 1996, and has won silver medals at two of the last three FIVB World Tour events hosted in Canada since 2000. As a beach volleyball pioneer in Canada, Mark has committed himself to being an ambassador for the sport whenever possible. He visits schools and camps on a regular basis spreading the values of the Olympic spirit and healthy living. He regularly receives media requests and makes it a priority to promote the sport, his team and his corporate partners.

"Toon Boom has a history of supporting excellence at animation festivals worldwide and by extending its support to sports, it only testifies to our commitment to encourage anyone to be the best at what they are, whether they are animators or athletes," said Joan Voogesang, President and Chief Executive Officer at Toon Boom.

To find out a bit more about Mark Heese and keep up to date with his progress and ongoing competitions, check out Mark Heese's page at www.toonboom.com/markheese.

About Toon Boom Animation Inc.

Winner of the 2005 Primetime Emmy® Engineering Award, 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, Solo 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. [Designed to meet the needs of small studios and independent filmmakers.](#) Toon Boom Solo brings the power of Toon Boom's most advanced applications into this stand-alone animation software solution. 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, Alphanim, LuxAnimation, Cosgrove Hall, 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*, *Rugrats*, *The SpongeBob SquarePants Movie* and *Curious George*.

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

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