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For Immediate Release

Toon Boom and AFCA Launch the Animation Celebration

Montreal (July 4, 2006) – Emmy award-winning Toon Boom Animation Inc. and the French Animation Association (AFCA) today announced the launch of *Animation Celebration*, an animation contest for the Web, open to creative minds worldwide. The contest is open until September 20, 2006 and is calling for animated shorts that are two minutes or less based on the theme, "An unusual encounter".



A committee composed of AFCA and Toon Boom's representatives will be mandated to select the movies and decide of their admission in the final contest. A minimum of 5 movies and a maximum of 10 movies will be chosen and submitted to a public vote. The three movies that obtain the highest vote will be showcased online for a year on Toon Boom's website (a link will also be available from the AFCA website). Movies will also be screened in Paris and Montreal during the evening celebrating the International Animation Celebration Day on October 28th, 2006. The three winners will also receive a copy of Toon Boom Solo <<http://www.toonboom.com/products/solo>>.

To join the Animation Celebration, go to <http://www.toonboom.com/afca/>

About Toon Boom Animation Inc.

Toon Boom Animation Inc. is the worldwide leader in animation software solutions. Toon Boom carries entry level and high-end animation software solutions for film, television, web, games, mobile devices and training applications. In 2005, Toon Boom was granted the **Primetime Emmy® Engineering Award** by the Academy of Television Arts & Sciences for its significant contribution made to the animation industry targeted for television, in North America and throughout Asia, Europe and the Middle East. In 2006, the IT Federation of Quebec (FIQ) awarded an **OCTAS 2006** in the Multimedia – educational and cultural sector category, for Toon Boom Studio V3.

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, Warner Bros., Mercury Filmworks, China Central Television, Toonz Animation India, Starbust Animation, Answer Studio, Alphanim osgrove Hall, 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, SpongeBob The Movie** and **Curious George**.