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For Immediate Release

## Whistling Woods Trains on Toon Boom Products

Montreal (May 22, 2007) – Emmy award-winning Toon Boom Animation Inc. today announced that Whistling Woods International Limited (WWI), one of Asia's largest Film, Television, Media Arts and Animation Institute based in Mumbai, India, will train their students on Toon Boom Harmony and Storyboard Pro.



Storyboard Pro will be introduced to students specializing in Direction, Cinematography, Editing, Business of Film & TV as well as in Art & Technique of Animation, in which they will also learn Harmony. WWI's Art & Technique of Animation curriculum combines the very best techniques of traditional and digital animation training in a single dynamic programme and is designed to meet the quality standards of the animation industry for creativity, originality and high production values. Through classroom teaching and private mentoring sessions, experienced professionals instruct students in advanced digital environments and cinematic storytelling skills. During the course of their studies, students are able to develop a professional-calibre portfolio.

"We are proud to be the technology partner of such a prestigious educational facility. Considering the overwhelming demand for qualified workforce in all fields of animation, Whistling Woods surely plays a significant role in the Indian animation industry" stated Joan Vogelesang, President and Chief Executive Officer at Toon Boom Animation.

"Partnerships like the one with Toon Boom help WWI in its mission to produce the highest quality students for the animation industry by creating thinkers rather than technicians. We are truly grateful that Toon Boom has chosen us as a partner and we are very excited about this tie-up and the benefits it brings for the institute and our students" stated Mr. Subhash Ghai, Chairman

### 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. Toon Boom's solutions also include powerful pre-production tools ideal for all animated or live-action projects. 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, Cosgrove 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**.

For additional information, visit Toon Boom at [toonboom.com](http://toonboom.com).

### About Whistling Woods International Limited

Whistling Woods International is a unique educational institution, offering unparalleled infrastructure, cutting edge technology and state-of-the-art equipment. Located in the heart of Film City, Whistling Woods International gives students the benefits of an extended campus and an invaluable interface with the entertainment industry. Whistling Woods International offers not only the theoretical and practical training required, but also an in-depth aesthetic development of the individual. The many opportunities for students include internships and immediate absorption into full-fledged feature productions upon graduation. In recognition of their commitment to academic excellence, Whistling Woods International is the officially certified training partner in India for Toon Boom, Apple and Digidesign. They are offering certification courses for Harmony, Storyboard Pro, Final Cut Pro, Shake, Logic and Pro Tools. By developing professional distinction and inspiring passion Whistling Woods International gives students the tools to bring their creative vision to reality and to step forward as part of the world's next generation of great film makers. Whistling Woods International is an initiative of Mukta Arts Limited & Film City

For additional information, visit [www.whistlingwoods.net](http://www.whistlingwoods.net)