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For immediate release

Toon Boom Studio 4 Is Released

Montreal (September 6, 2007) – Emmy Award-winning Toon Boom Animation Inc. today announced the release of Toon Boom Studio 4. With each release, Toon Boom Studio is injected with new advanced features that help users make the most of their talents and their time. Studio 4 increases your ability to create a wider range of animation styles easily, all within a more user friendly interface.

Feature highlights include:

New User Interface offers unparalleled flexibility and increased ease-of-use.

Photo Animation Made Easy to animate bitmap images like any other vector drawing.

Extended Line Styles to create a multitude of line styles including calligraphy.

Feather Edges to create vector blur or glow effects.

More Peg Functionalities to easily create improved motion effects.

Advanced Web Publishing Options for seamless playback on the internet.

Over 30 new features and improvements, including support of Adobe Illustrator layers, the Vectorize Preview window, improved drawing tools, Alpha Onion Skinning and support of Tablet PC OS (for Windows XP and Vista).

Buy Toon Boom Studio 4 now at the launch special of \$329.99 US (Promo code: TBS091307), valid until September 13, 2007. Studio 4 customers can log into their Members/My Products Page on Toon Boom's web site and download this latest release immediately. All orders requiring shipping will be processed at the end of September 2007.

Information about Toon Boom Studio 4 is now available online at www.toonboom.com/products/toonBoomStudio/

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. In 2007, FIQ awarded an OCTAS 2007 in the Technological Innovation category, for Toon Boom Storyboard Pro.

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**, **Starburst 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*, *Curious George*, *Go West: A New Lucky Luke Adventure* and *The Simpsons Movie*.

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

