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For immediate release

Toon Boom Animation Festival Dedicated to the Caribbean and Latin America

Montreal (April 24, 2008) – Emmy award-winning Toon Boom Animation Inc. today announced the launch of the Animation Festival, Caribbean and Latin America Edition, in partnership with the University of Trinidad and Tobago (UTT). Targeting the 2008 Animaes Caribe Festival (September 25-27, 2008) as the venue to showcase the top ten finalists and winners, this online animation festival is open to creative minds based in the Caribbean and Latin America. The two-minute animated entries must be developed around the theme: *Bridging the Caribbean and Latin America through the Arts and Local Festivals*.



"We are thrilled to support the 2008 Animaes Caribe event by launching an online animation festival that will not only bring forward the fantastic talent and creativity available in the region but also, position these new players in the global animation industry," shared Joan Vogelesang, President and Chief Executive Officer at Toon Boom.

Information about the Toon Boom Animation Festival, Caribbean and Latin America Edition, can be found at www.toonboom.com/contest/animaecaribe

About Toon Boom Animation Inc.

Toon Boom Animation Inc. is the worldwide leader in animation software solutions. Toon Boom carries user-friendly animation applications for all and develops new geographies to make the animation community as global as can be. In that market segment, Toon Boom caters to the needs of children, home users, creative professionals as well as students, educators and schools.

As importantly, Toon Boom is fully dedicated to the needs of independent animators and studios, offering a wide product range from powerful pre-production tools to leading-edge animation production solutions. Relying on its extensive expertise in animation production, Toon Boom provides consulting services in the fields of optimization, pipeline integration, production assistance and custom development.

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 2006, the IT Federation of Quebec (FIQ) awarded an **OCTAS 2006** in the Multimedia – educational and cultural sector category, for Toon Boom Studio. 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, eMation, Rough Draft Korea, Alphanim, Cosgrove Hall, Cromosoma and Enarmonia, 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 *Simpsons The Movie*.

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