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For Immediate Release

Brazil and Canada Partner to Co-Produce an Animated TV Series using the Toon Boom Pipeline

Montreal (May 6, 2009) – Toon Boom Animation Inc. today announced that 2D Lab and Breakthrough Animation, in association with Treehouse will co-produce *My Big Big Friend* using the Toon Boom pipeline. The production of this 52 eleven minute episodes recently started in March 2009 and the series will air in Brazil early 2010.



Implementing the new Harmony solution, including Toon Boom Storyboard Pro, Animate Pro and possibly Toon Boom Manager, 2D Lab is already in full steam embarking on this large scale project, bringing its studio from 6 people to over 40 in a very short time. Toon Boom is also providing consulting services to set up the network, assist in starting up the production and custom train the new hires.

"The plan is to combine traditional animation with cut-out to ensure high quality and cost control, maximising the Toon Boom pipeline to the fullest," commented Andre Breitman, Exec Producer at 2D Lab.

My Big Big Friend is a delightfully animated series that follows four-year-old Yuri, who is truly shy and lonely except in his imagination where he and his big, big friend Golias are brave, daring and adventurous.

"Considering the quality of this project, we are proud to see it come to life using the Toon Boom pipeline," shared Joan Vogelesang, President and Chief Executive Officer at Toon Boom.

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.