



For more information, contact:
Karina Bessoudo
VP, Marketing
Toon Boom Animation Inc.
karina@toonboom.com
(514) 490-6479

For immediate release

Toon Boom Acquires Cambridge Animation

As part of its growth strategy, Toon Boom Animation Inc. acquires Cambridge Animation Systems and strengthens its market leadership as a prime animation technology partner.

Montreal (January 8, 2009) –Toon Boom Animation Inc. today announced it has closed a definitive agreement with Cambridge Animation Systems, to acquire all of the Intellectual Property of Cambridge and the Animo product line. This acquisition furthers Toon Boom's market consolidation strategy in the global animation industry and reinforces its leadership in the media, entertainment and educational arenas.

"We welcome Animo customers to Toon Boom," said Joan Vogelesang, President and Chief Executive Officer at Toon Boom. "Toon Boom caters to the needs of the animation community at large and will continue to remain on the leading edge of technology, efficiency and creative freedom. As a proponent of digital pipelines, media convergence and 2D/3D integration, this acquisition is expected to accelerate Toon Boom's objective in delivering powerful animation solutions," concluded Joan Vogelesang.

With Cambridge Animation Systems' presence in Europe and Asia, Toon Boom continues to strengthen its leading market position as the primary technology partner for animation projects globally. "Toon Boom was the natural partner to pass on the torch and see the global animation industry benefit from this market and technology consolidation," stated Cormac Slevin, at Cambridge.

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.