

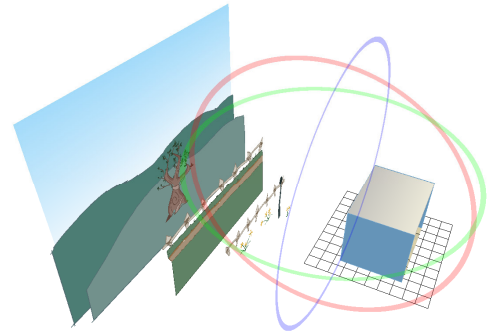


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For Immediate Release

Toon Boom Announces New Animate Pro and Manager

Montreal (March 30, 2009) – Toon Boom Animation Inc. today announced two new outstanding innovations: **Toon Boom Animate Pro** builds upon Animate's feature set and delivers also 2D-3D integration as well as scanning options and full compositing capabilities with 50 built-in special effects. **Toon Boom Manager** provides full tracking capabilities to monitor the production progress in real time.



Toon Boom Animate Pro and Manager are integral parts of the new modularized **Harmony Solution** which is ideal for creating traditional, paperless and cut-out animation, all integrated in a network environment.

As a turn-key solution, the Harmony Solution also includes consultancy services for implementation, custom training, production assistance and custom development. Consultancy services play a critical role in maximizing the benefits of the Toon Boom pipeline from the beginning, and delivering projects of all sizes within budget and schedule.

"Animate Pro and Manager are great additions to the Toon Boom offerings and will bring great value to the animation pipeline, no matter what the animation style or technique is. Ease-of-use, flexibility and power are certainly guiding the development of our products, making their adoption and integration in animation studios of any size the right technology choice," shared Joan Vogelesang, President and Chief Executive Officer at Toon Boom.

Toon Boom Animate Pro and Manager will be showcased at MIPTV 2009, Booth C1.05.

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.