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For immediate release

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

Montreal (October 1, 2009) – Emmy Award-winning Toon Boom Animation Inc. today announced that Mixer, the largest production company in Brazil, and Cité-Amérique, one of Canada's leading production companies, are co-producing *Doggy Day School* a twenty-six 11 minute animated TV series relying on the Toon Boom pipeline, namely Storyboard Pro and Harmony. Both Mixer and Cité-Amérique are maximizing the benefits of working in a complete digital workflow to deliver the production in October 2009.



While the art direction and character design are done in Canada, the rest of the production stages will be done in Brazil. *Doggy Day School* is a safe, inviting place that the dogs love to go to everyday. Although attended by dogs, the cheerful environment will reflect a real daycare for children. The animated series was created to develop and stimulate a world perspective that believes that diversity enriches lives and it must be celebrated.

"We were looking for a technology that allows us to reach a high quality level and the Toon Boom pipeline really impressed us with its agility and fluidity" stated Tiago Mello, Mixer's Executive Director of Infant-Juvenile Content.

The series is scheduled to premiere on Nickelodeon in October, 12 and is set to air on TV Cultura (Public Broadcasting) in 2010.

About Toon Boom Animation Inc.

Toon Boom Animation Inc. (toonboom.com) 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. In 2008, Flip Boom was granted a **Parents' Choice Gold Award** and a **New Canadian Media Award** in the Excellence in Children's category. In 2009, Flip Boom was selected as **Editor's Choice** by the prestigious **Children's Technology Review** for excellence in design.

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*, *Hanuman*, *Curious George*, *Go West: A New Lucky Luke Adventure*, *Simpsons The Movie* and *The Princess and the Frog*.

About Mixer

Mixer is the most wide-ranging and award-winning producer in Brazil (47 Lions in Cannes among other prizes). The company operates in all sectors of audiovisual production including advertising films to fiction series, entertainment shows, documentaries and animation.

Among its top hits are the series *Mothern* - with two Emmy nominations, *Descolados* developed for MTV Brazil and the feature film *Besouro* set to premiere in October, 2009.



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BBC Worldwide's exclusive partner in Brazil, Mixer joined forces to develop and produce programs in Brazil from BBC Worldwide's vast catalogue since last July.

For additional information, visit www.mixer.com.br.

About Cité-Amérique

Cité-Amérique is one of Canada's leading production companies. The company has produced internationally-acclaimed feature films and drama series.

The catalogue includes titles that have sold in over 65 countries and have been domestic hits. Recently Cité has extended its expertise to pre-school/youth programming, with series such as "Wumpa's World" and "Dragon". Cité is currently producing Dragon 3.

In October 2002, Cité-Amérique became a subsidiary of FRV Media. In April 2007, Altau TuttiFrutti inc. merged with Cité-Amérique, adding to the company's already rich portfolio its groundbreaking documentaries and captivating variety programs. New faces, new talents, a treasure of differences.

For additional information, visit ww.frvmedia.com.