



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

For immediate release

Toon Boom Launches Animate 2

Montreal (April 1, 2010) – Emmy® Award-winning Toon Boom Animation Inc. today announced the release of Toon Boom Animate 2, a new version that provides Flash animators with more power and flexibility for creating animation. Considering the tailor-made features Animate 2 provides, now is the time for Flash animators to rely on a technology specifically designed to make their animation creation process a more straightforward and efficient one.

Adam Phillips, publisher of Bitey Castle (www.bitey.com), creator of the *Brackenwood* series and all-time top scoring on Newgrounds had this to say about Animate 2: "Version 2 of Animate is exactly what I've been waiting for. Having had the honour of testing some of the new features ahead of the release, I cannot recommend it highly enough. To those who are thinking of upgrading, my answer is yes. This upgrade is worth it. If you are a Flash user and are tired of animation software that fights you every step of the way, you only need an afternoon to get acquainted with Animate and you'll never go back. Mark my words. With a big fat red marker."



Animate 2 delivers the following key benefits:

All-In-One

- Superior drawing tools with brushes
- Convenient text capability
- Added TWAIN support for scanning
- Advanced animation tools
- Smart combination of pegs and symbols
- Easy access to the top 15 FX
- Flexible export options as image sequence, SWF, FLV and MOV

True space

- Integrated real-time camera
- Impressive depth movement on Z-axis
- Powerful motion path settings
- Efficient ease and velocity settings

Smart Puppet

- Smooth character motion using forward and inverse kinematics
- Sophisticated morphing
- Flexible rigging and hierarchy options
- Reusable library structure
- Automated lip-sync

Colour Tune

- Fast colouring using palettes
- Fine-tune colour ambiance using cloning
- Well-established paint tools
- Smart colour effects with invisible lines
- Advanced textures and gradient painting



Buy Toon Boom Animate 2 now at the special launch price of \$599.99 US (regular price: \$699.99 US), valid until April 14, 2010. All customers who took advantage of the pre-order campaign which started on March 8, 2010, will receive their Product Code electronically along with instructions on how to install and activate the product.

Information about Toon Boom Animate 2, including new tips, is now available online at www.toonboom.com/animate/



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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, BKN, 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*.