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**For immediate release**

## **Toon Boom Welcomes Crest Animation Studios into its Family**

Montreal (March 3, 2010) – Emmy® Award-winning Toon Boom Animation Inc. today announced that Crest Animation Studios, a leading 3D animation studio in India, has joined the Toon Boom family. Crest is setting up the Toon Boom pipeline using the Harmony Solution to implement a parallel production line to its current business and expand its line of services.

Taking into account the economic slowdown, Crest has decided to invest in a technology that would enable them to produce quality animation more cost-effectively. This is very timely as the demand for content from local channels is strong, offering a great opportunity to studios like Crest to deliver entertaining television programming economically.

"Crest Animation Studios is a great addition to the family and we look forward to seeing the quality animation they will produce using Harmony", shared Joan Vogelesang, President and Chief Executive Officer at Toon Boom.

### **About Toon Boom Animation Inc.**

Toon Boom Animation Inc. ([toonboom.com](http://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*.