



For More Information, contact:

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Toon Boom Technologies, Inc.
Karina Bessoudo
514 278 8666
karina@toonboom.com

USAnimation[®], Klasky-Csupo's Number One Software to Produce Blockbuster Animated Feature Films

Terry Thoren, President and CEO at Klasky-Csupo Inc. Explains How the **USAnimation[®]**
Software Package Contributed to their Commercial Success
With *The Rugrats Movie*, at the World Animation Celebration (WAC)

Los Angeles (May 26, 2000) – Toon Boom Technologies is proud to announce that Mr. Terry Thoren, President and CEO at Klasky Csupo, will be participating at the World Summit for Animated Feature Films on May 30th, 2000 in Hollywood. At the first presentation, he will answer the age-old question: "Is it possible to produce an animated motion picture in the budget range of \$1-10 million dollars?". **Toon Boom** is proud to say that his answer will be "Yes, thanks to USAnimation".

Toon Boom's flagship product, the **USAnimation[®] V5** system, is the most popular animation suite in the 2D cartoon animation market. The secret of its success is thanks to the power and flexibility it gives to animators, allowing them to create programming for direct export to television, film and even the Internet! The V5 release includes several key features, such as the Macromedia[®] Flash[™] format support, multi-format rendering as well as interactive, real-time, multi-layer 3D Scene Planning. Demos are available at **Toon Boom's** Cabana Room #144 from June 2nd to 4th, 2000.

Pleased with their experience with **USAnimation[®]**, Terry Thoren, stated, "We couldn't have done it without USAnimation. The benefits of this software package are so huge that we wouldn't consider any other way to produce animated movies. Actually, *The Rugrats Movie* sequel is in production and, again, the USAnimation's creativity, quality and cost effectiveness confirm our technological choice is the best one."

With 1999's "The Rugrats Movie", Klasky Csupo, Inc. (www.klaskycsupo.com) became the first non-Disney studio to break the \$100 million domestic box-office mark with an animated feature film in March 1999. Hot off this success, the studio has announced that it will produce one animated feature per year. In fact, "The Rugrats Movie" sequel is in production and slated for release in 2000. And with the two most watched television series for children, "Wild Thornberrys" and "Rugrats", Klasky Csupo (CLASS-KEY CHEW-PO) is now a name that everyone is learning to pronounce.

From television to feature film, home video to commercials, publishing to music - Klasky Csupo has become synonymous with state-of-the-art, cutting edge animation. Since starting the studio in a spare bedroom in 1982, graphic designer Arlene Klasky and animator Gabor Csupo, both passionate advocates of artistic experimentation, have built a company housing more than 300 employees. The studio's signature style embraces the wit and eccentricity of life through boldly imaginative uses of animation arts. Winner of five Emmy Awards, two Cable Ace Awards and numerous commercial, art and production honors, Klasky Csupo has created hit television series including "The Simpsons", "Rugrats" (along with Paul Germain), "AAHHH!!! Real Monsters", "Duckman", "Santo Bugito", "The Wild Thornberrys", and "Edith Ann" specials. It is also home for the UK's "Stressed Eric", CLASS-KEY CHEW-PO COMMERCIALS, and the record labels Tone Casualties and Casual Tonalities, as well as Klasky Csupo Publishing.

Toon Boom Technologies Inc. (www.toonboom.com) is the only company on the international market offering 100% vector-based, resolution-independent, Macromedia® Flash™ enabled 2D cel animation software package. Toon Boom's **USAnimation® V5** product is the most advanced 2D animation system at the service of the classical animation industry. The secret of its success relies on the power and flexibility it gives to animators and studios, allowing them to create animation for direct export to television, film and the Internet.

With a global installed base of more than 30 countries, **USAnimation®** is the industry standard in the 2D cartoon animation market. **USAnimation®** is the software of choice of major studios such as DreamWorks, Film Roman, Warner Bros., Klasky Csupo, Paramount Pictures, Mercury FilmWorks, Sunwoo, Cuckoo's Nest, and many others.

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