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Toon Boom Technologies Announces Beta Release of Toon Boom Studio, 2D Web Animation Software; Software Suite Automates Web Animation

Montreal, Canada (June 7, 2001) – Toon Boom Technologies, the leading supplier of 2D animation software for major film and television studios, including Klasky-Csupo (*Rugrats in Paris*) and Warner Bros, today announced that public beta of Toon Boom Studio™, 2D software that powers compelling Web animation, is now available. By registering at www.toonboomstudio.com, animators in Web design and advertising agencies, music video producers and gamers will be able to download Toon Boom Studio beta through June 20, 2001 and then purchase the commercial product directly from the Website.

Toon Boom Studio's end-to-end capabilities allow the user to complete the entire animation process efficiently from idea to final product. Increased drawing accuracy, the ability to efficiently synchronize drawings to soundtrack, innovative 3D scene capabilities, and an optimized .swf rendering engine that produces extremely compact files for greater scene complexity, allow the user to focus on creativity versus technology.

"Toon Boom Studio's automated tools are allowing us to explore ways to deliver online animation on the level of the best broadcast animation. We are always evaluating new technologies to produce better animated content and powerful visuals," said John Carlin, President, Funny Garbage. "Toon Boom Studio's suite of tools gives us exciting new avenues to produce persuasive and high quality content, transforming the creation experience."

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The commercial version of Toon Boom Studio will be sold for \$299 USD through June 20, 2001– a 40 percent discount. After June 20, it will retail for \$499 USD and will be available at a special discounted price for students at \$99 USD. Toon Boom Studio is compatible with Windows and Mac OS X. The new product will be introduced in North America and will expand rapidly to other key international markets, including Japan, United Kingdom, France and Germany by the end of 2001.

About Toon Boom Technologies Inc.

Based in Montreal, Canada, Toon Boom Technologies Inc. is a world-leading supplier of 2D animation software. With a presence in more than 30 countries, Toon Boom Technologies provides a complete suite of high-performance, web-enabled desktop tools and services to creators and producers of 2D animation, including USAnimation®, USAnimation® Web Edition and Toon Boom Studio™. Founded in 1994, Toon Boom Technologies offers a 100% vector-based, resolution independent and multi-layer software system with multi-format output to HDTV, Film, DVD, Imax and Macromedia® Flash™. Toon Boom Technologies' products supply the 2D animation market with the digital production tools for market-leader studios such as Klasky Csupo, Warner Bros., DreamWorks, Paramount, MGM and Wild Brain. For additional information, visit Toon Boom on the Web at www.toonboom.com

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