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Toon Boom Technologies Kicks Off Web Animation Contest; Pairs Winners with Sega of America, Cartoonist Mike Luckovich, DJ Mark Farina

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. – is breathing new life into Web animation. Today, the company released the Mac beta version of Toon Boom Studio?, software for 2D Web animation, and launched its “Tooning into Animation” contest for Mac OS X users.

The contest challenges users to unleash their creative talents by using Toon Boom Studio in one of three Web animation categories: music videos, political cartoons and online advertising. One winner in each category will work directly with interactive entertainment giant Sega? of America, Pulitzer-Prize winning cartoonist Mike Luckovich and internationally-acclaimed DJ Mark Farina to create Web-based animated shorts.

Toon Boom will announce the winners and debut their content at Macworld Expo on July 17, 2001, in New York. Winners also will receive \$1,000, Toon Boom Studio 1.0 software (worth \$499), a 9x12 inch Wacom Intuos Tablet (worth \$429) and a trip to Macworld.

“Because of Toon Boom Studio 1.0’s unique production features and reasonable cost, we see tremendous opportunities for users to create and use animation in ways they haven’t yet

considered," said Jacques Bilodeau, Toon Boom's CEO. "The beta generated incredible feedback and support from animators and Web content developers. This contest will give the most talented animators a chance to showcase their best work."

"Mac OS X's UNIX-based foundation, advanced Internet features and stunning graphics capabilities make it an ideal platform for creating dynamic visual content on the Web," said Ron Okamoto, Apple's vice president of Worldwide Developer Relations. "The combination of Toon Boom Studio 1.0 and Mac OS X gives animators a valuable tool for smooth animation workflow."

The Toon Boom Studio public beta software is now available as a free download from the company's Web site at <www.toonboomstudio.com>, where the contest is being hosted. Entries for the contest must be created using the Mac OS X version of Toon Boom Studio. Luckovich, Farina and the vice president of marketing communications at Sega of America will select a winner in each category based on originality, creativity and overall consumer appeal.

Toon Boom Studio 1.0 is a 2D animation tool for animators, Web designers and graphic artists on the Web. The software increases the artists' productivity and allows for more creativity by automating routine processes. Product features such as paperless drawing, inking and painting; lip synchronization; and 3D scene planning are designed to free the animator from technical constraints.

Toon Boom Studio 1.0, shipping in June for only \$499, is targeted for advertising agencies, professional animators, Web designers, game developers, music industry professionals, and the advanced consumer to create compelling, effective animation on the Web.

Expert partners join with Toon Boom Technologies

About Sega of America

Sega of America is the American arm of Tokyo, Japan-based Sega Corporation, responsible for the development, marketing and distribution of Sega video game systems and video games in the Americas. Sega Corporation is a nearly \$2.5 billion company recognized as the industry leader in interactive digital entertainment media, offering interactive entertainment experiences

both inside and outside the home. Sega of America's World Wide Web site is located at www.sega.com.

About Mike Luckovich

Mike Luckovich is a highly-awarded political cartoonist. His cartoons are syndicated nationally by Creators Syndicate, appearing in more than 350 daily publications, including *The Washington Post*, *Detroit News*, *Seattle Times*, *Los Angeles Times*, *Chicago Tribune*, *Nashville Tennessean* and *Houston Chronicle*. His work also is reprinted regularly in *Time*, *Newsweek* and *The New York Times*. Luckovich’s accolades and awards include winning the 1995 Pulitzer Prize, the National Headliners Award and the Overseas Press Club’s award for “Best Cartoons on Foreign Affairs.”

About Mark Farina

Mark Farina tours internationally, typically playing four gigs a week in up to eight different major cities each month, including New York, Los Angeles, Chicago, Miami, Toronto, Montreal, Vancouver, London and Amsterdam. He performs in popular nightclubs and at major industry events. Recent performances include parties at Sundance Film Festival, House of Blues in New Orleans, Detroit Electric Music Festival and the Sounds of Om Tour.

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 USAAnimation®, USAAnimation® 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 2D animation and 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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