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Sugar Ray Music Video, Bayer Mighty Midol Ad Showcase Animation Developed With Toon Boom Studio

MACWORLD NEW YORK (July 18, 2001) – Companies and brands fighting to differentiate themselves online have seen salvation in an old art form – classic 2D animation – and a new development tool, Toon Boom Studio™. Two major icons have struck out in a new direction on the Web, using 2D animation to reach their customers and to wrap their messages in an entertaining, universal art form.

Toon Boom Studio, 2D Web animation software, ships its commercial versions today for Mac® and PC platforms. Building on the company's extensive experience with 2D animation for film and television with companies like Warner Bros. and Klasky Csupo, the new software powers Web animation for artists, advertisers and Web developers. Toon Boom Technologies designed this suite of high-performance tools with an interface familiar to traditional animators, and features ideal for digital animators.

Toon Boom Studio enabled two Web development companies – itoons and Funny Garbage – to produce compelling Web animations at a reasonable cost, and most important, break through the clutter to their customers. Bayer hired itoons to develop a Web series for one of their most recognized consumer products: Midol menstruation medication. Starring three heroines (the Mighty Midols), the plot focuses on a battle against the evil forces of "Monsteruation." The

cartoon teaches consumers about symptoms associated with menstruation. The trio can be found at <www.midol.com>.

Funny Garbage developed an animated music video for rock band Sugar Ray to introduce their new album and single, "When It's Over." The song debuted on CartoonNetwork.com's Web Premiere Toons program, which highlights animation for the Web. Funny Garbage used Toon Boom Studio as part of the process to develop the video and promote Sugar Ray. The video can be seen at <www.cartoonnetwork.com>.

About itoons

itoons Corporation specializes in creating games and cartoons for the Web. Chicago-based itoons has been in business for over two years, handily anticipating and surviving the "net bubble." itoons principals, Norm Dwyer and Kevin Larson, from the start set out to build a viable business, not a quick IPO. itoons is a privately held company. Their clients include Bayer, for whom they created the Mighty Midols cartoon and game, Lego, Tiger Toys, Nickelodeon, the American Dental Association and Big Idea among many others. For additional information, visit itoons on the Web at <www.itoons.net>.

About Funny Garbage

Funny Garbage (FG) is one of the premier producers of interactive experiences for the Web and emerging forms of digital communication. FG prides itself on its ability to create and integrate great graphic design, unique user interfaces, original broadband content and sophisticated Web applications. The company's passion for pop culture sets it far apart from its competitors. Since its inception in 1996, FG has designed and built Web sites for clients including Warner Music Group, NASCAR, Cablevision, LEGO, Knoll Furniture, Universal Music, Barnes & Noble, VH1, Nike, Alta Vista, HBO, Fox, and Turner, whose CartoonNetwork.com, FG built from the ground up. Funny Garbage is on the Web at <<http://www.funnygarbage.com>>.

About Bayer

Best known for its flagship product, *Bayer Aspirin*, Bayer Corporation produces a broad range of health care, life sciences and chemical products that help diagnose and treat diseases, purify water, preserve local landmarks, protect crops, advance automobile safety and durability and improve people's lives.

Headquartered in Pittsburgh, Bayer Corporation had sales of \$10.1 billion in 2000 and is one of *Fortune* magazine's Most Admired Companies. The company employs 23,200 people. It is a member of the worldwide Bayer Group, a \$29 billion international health care and chemicals group based in Leverkusen, Germany. The Bayer Group (BAYG.DE) stock is a component of the DAX, and is listed on multiple foreign exchanges. Bayer plans to list its stock on the New York Stock Exchange on September 26, 2001.

About Toon Boom Technologies Inc.

Founded in 1994 in Montreal, Toon Boom Technologies Inc. is a world-leading supplier of 2D animation software. 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™. 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>.

See Toon Boom Technologies at Macworld, NY in booth #1954.

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