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For Immediate Release

Toon Boom Opens a Support Office in the U.K.

(MONTREAL, July 29, 2004) - Today, Toon Boom Animation Inc. announced the opening of its support office in London, United Kingdom, to provide support and training services to European customers, as well as its customers based in the Middle East and Africa. Piers Godden, the main contact, can be reached at +44 7843 679095.

"Our objective is to constantly raise the level and quality of our support. The opening of the UK office will enable us to do just that. This new offering gives us the opportunity to extend further the business support hours to accommodate our customers worldwide," shared Joan Vogelesang, President and Chief Executive Officer at Toon Boom.

About Toon Boom Animation Inc.

Building on a decade of great successes, Toon Boom has entered a new era. Designated as Toon Boom Animation Inc, the company carries several leading animation products, including USAnimation OPUS and Toon Boom Studio. Toon Boom also offers consulting and training services dedicated to increasing animation production efficiency and quality. Concerto, a new solution designed to meet digital and paperless animation production needs, is implemented in prestigious animation studios worldwide. With these great offerings, Toon Boom Animation is well poised, as the world-leading supplier of animation solutions, to continue delivering quality, efficiency and reliability to the animation community – for all animation styles and formats. 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, Klasky Csupo, Warner Bros., DreamWorks, Paramount Pictures, Universal, Mercury Filmworks, Wild Brain, Sunwoo, and Cuckoo's Nest, to name a few. For additional information, visit Toon Boom on the Web at www.toonboom.com

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