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For Immediate Release

## Madagascar Gets Animated with Toon Boom

Montreal (May 14, 2007) – Emmy award-winning Toon Boom Animation Inc. today announced that Eve Productions, a leading animation studio based in Madagascar, has chosen Toon Boom Harmony to train their in-house team and create its upcoming projects. Eve Productions is currently working on a 2D animation short titled *Razana: Esprit d'ancêtre*. Two additional productions are in development: *Lemuria, quelques gouttes d'éternité*, a feature length project and *Nali & Biloo*, a fifty-two episode series targeted to 2 to 6 years old.



Located in the heart of Antananarivo, the studio is fully equipped with Macintosh G5 and Wacom tablets. Combining a robust infrastructure with leading-edge animation technology, Eve Productions aims at creating a full animated short every two years, in addition to offering work-for-hire services to the global animation community.

Born in Madagascar, Evelyne Monsallier, Studio manager and Director at Eve Productions, wishes to train young Madagascan talent as animators and prepare them for a career in animation, using Toon Boom Harmony. She also wants to build a sound local animation industry that would contribute to her country's economic development. A graduate from the prestigious animation school Emile Cohl in Lyon, France, she is very familiar with Toon Boom products. "I find the interface and workflow very convenient, and most importantly, it enables me to save a lot of time" shares Evelyne.

Evelyne Monsallier is also President at the European Institute of Networking Animation (EINA). In addition to promoting animation, the EINA offers support mechanisms for animation training, facilitates cultural exchanges and holds a directory of animation professionals based in Europe.

"We are honored to be part of Eve Productions' plans to make Madagascar a recognized player in the animation industry and look forward to seeing the great projects they will create" stated Joan Vogelesang, President and Chief Executive Officer at Toon Boom Animation.

### About Toon Boom Animation Inc.

Toon Boom Animation Inc. is the worldwide leader in animation software solutions. Toon Boom carries entry level and high-end animation software solutions for film, television, web, games, mobile devices and training applications. Toon Boom's solutions also include powerful pre-production tools ideal for all animated or live-action projects. In 2005, Toon Boom was granted the **Primetime Emmy® Engineering Award** by the Academy of Television Arts & Sciences for its significant contribution made to the animation industry targeted for television, in North America and throughout Asia, Europe and the Middle East. In 2006, the IT Federation of Quebec (FIQ) awarded an **OCTAS 2006** in the Multimedia – educational and cultural sector category, for Toon Boom Studio V3.

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, Warner Bros., Mercury Filmworks, China Central Television, Toonz Animation India, Starbust Animation, Answer Studio, Alphanim, Cosgrove Hall, Cromosoma and Lanterna Magica**, to name a few. Some of the prestigious productions done with Toon Boom's technology include **Les Triplettes de Belleville, Looney Tunes: Back in Action, The Rugrats, SpongeBob The Movie** and **Curious George**.

For additional information, visit Toon Boom at [toonboom.com](http://toonboom.com).