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For Immediate Release

Toon Boom expands its presence in India with Sriven Multi-Tech

USAnimation[®] is the software of choice of Sriven Multi-Tech, making it the single largest installation of USAnimation[®] in India.

Montreal (September 12, 2000) – Toon Boom Technologies Inc. is delighted to announce that Sriven Multi-Tech, more specifically Webtoons India (its creative animation and digital ink & paint facility located in Hyderabad), has made USAnimation[®] their software of choice. Sriven has brought together a dream team of animators (currently numbering 75) from all over the country and the world to work at Webtoons, which can truly be called one of India's most creative and cosmopolitan animation studio.

Sriven has partnered with Toon Boom Technologies to set up USAnimation[®], the leading vector-based digital ink & paint and compositing software for cartoon animation. The infrastructure has been designed to facilitate 2 (and, when required, 3) shifts in ink & paint.

“With 24 seats of USAnimation (12 in our production studio and 12 in our Training Center), today we are the single largest installation of USAnimation in India”, says Mr. Venkat Subrahmanyam, the Chairman of Sriven. “We have made this investment as a part of our strategy to emerge as the best animation facility in the country. We see our relationship with Toon Boom as a long term partnership, not just in animation but in software development and education – our decision to promote in India, one of the first USAnimation Training Course at our Education Centre shows such commitment.”

Webtoons is truly a full-service animation services provider. Other than traditional cel animation for film and television, it provides animation services for new media distribution – like interactive multimedia, kiosks and streaming media and Flash animation for the Internet.

On USAnimation[®]

“Re-Purposing” is the key word in content development at both Sriven's multimedia studios and at Webtoons. Thanks to USAnimation[®], Sriven has the means to address every animation need – from TV and film, to the web – in one streamlined process.

Sriven has partnered with Toon Boom to develop animations using the company's USAnimation® software to output directly to the Macromedia® Flash™ format (swf). Further, Sriven's web programmers can import the animations into Macromedia® Flash™ to add active scripting and make interactive web sites and games. At the same time, Sriven can re-purpose their productions for TV as well.

"Being a vector based package, file sizes on our servers has dramatically dropped and animation management has become so much more efficient", says Dr. Neeraj Raj, the Executive Director and Creative Head of the company. "Its ability to make Flash files from traditionally executed animation means that the content is ready for delivery to the web immediately. We see this as a definite advantage for our studio".

About Toon Boom Technologies Inc.

Toon Boom Technologies Inc. (<http://www.toonboom.com>) is the only company on the international market offering a 100% vector-based, resolution-independent, Macromedia® Flash™ enabled, 2D cel animation software package. Toon Boom's USAnimation® V5 product is the most advanced 2D animation system at the service of the classical animation industry.

Toon Boom Technologies is pleased to offer its clients turnkey solutions that live long after the sale of its software. Finding an innovative solution starts with an in-depth analysis of production requirements. The Toon Boom team has extensive experience in the integration of hardware and software components and can help in the hiring of key staff and managing the production during the implementation phase. Post-sales support is an integral part of all turnkey solutions. Our customer support center is staffed by a team of digital animators and computer technicians that help customers with technical and workflow questions.

Installed in more than 30 countries, USAnimation® is the industry standard in the 2D cartoon animation market. USAnimation® is the software of choice of major studios such as DreamWorks, Film Roman, Warner Bros., Klasky Csupo, Paramount Pictures, Mercury FilmWorks, Sunwoo, Cuckoo's Nest, and many others.

About Sriven Multi-Tech Limited

Sriven Multi-Tech Limited (www.srivenmultitech.com) is a publicly traded company in India. It has its registered office, development centers and studios at Hyderabad (India) and development centers in Mumbai and Bangalore (India), Los Angeles (USA) and Sydney (Australia). In addition, Sriven has support and marketing offices at Chennai, Calcutta and New Delhi (India), UAE and Toronto (Canada).

Sriven Multi-Tech has a four-pronged focus. It offers expertise in software development, multimedia content production, digital cartoon animation and touch-screen kiosk solutions.