



For More Information, contact:  
Toon Boom Technologies Inc.  
Karina Bessoudo  
514 278 8666  
karina@toonboom.com

For Immediate Release

## Toon Boom Releases USAnimation® Web Edition

Toon Boom Technologies takes the new media world by storm with the release of USAnimation® Web Edition.

Montreal (October 24, 2000) – Toon Boom Technologies Inc. is delighted to announce the release of USAnimation® Web Edition, a digital animation software tool for new media companies and Web animation studios. With USAnimation® Web Edition, content producers will create spectacular and compelling animation for the Web, allocate more time to creative tasks and focus on higher-quality content.

USAnimation® Web Edition includes the following features:

- the 3D Scene Planning module allows you to create all types of multi-plane movements in real-time, without the need to “tween” individual elements
- the color palettes allow you to change colors on all frames automatically, even at the end of the process
- the Manager module encourages a collaborative work environment and multi-site team work
- the scan and ink-&-paint modules are the fastest available on the market

These features will guarantee the production of high-quality animation with spectacular FX, ensure small file sizes, and save you a significant amount of time, energy and money. USAnimation® Web Edition can be upgraded to the full version so that you can repurpose assets for output to traditional media formats. The software runs on Windows NT.

Stan Lee Media is one of many successful studios that are using this innovative tool. With the power of USAnimation® in their toolkit, they have produced several Webisodes of the *7<sup>th</sup> Portal* and *Mighty Mouse*. “We’re excited to be the first web animation studio to be able to develop reusable vector-based databases for all of our entertainment franchises on all media platforms. The quality of our end-product is high and the cost of developing it much less”, exclaims Jamie Wilkinson, Executive Vice President, Internet Strategy at Stan Lee Media ([www.stanlee.net](http://www.stanlee.net)).

Check out these Web sites, were with using USAnimation®:  
[www.liquidanimation.com](http://www.liquidanimation.com), [www.moonmuncher.com](http://www.moonmuncher.com), [www.womics.com](http://www.womics.com) and  
[www.pacotilla.com](http://www.pacotilla.com).

### **About Toon Boom Technologies Inc.**

Toon Boom Technologies Inc. ([www.toonboom.com](http://www.toonboom.com)) is the only company on the international market offering 100% vector-based, resolution-independent, Macromedia® Flash™ enabled, 2D cel animation software package. Toon Boom's products, USAnimation® and USAnimation® Web Edition, are the most advanced 2D animation systems 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. The Toon Boom team has extensive experience in the integration of the hardware and software components and can help in the hiring of key staff and managing the production during the implementation phase. 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 Stan Lee Media, DreamWorks, Film Roman, Warner Bros., Klasky Csupo, Paramount Pictures, Liquid Animation, Mercury FilmWorks, Sunwoo, Cuckoo's Nest, and many others.

### **About Stan Lee Media**

Stan Lee Media, Inc. (NASDAQ:SLEE) is a digital entertainment studio that uses the Internet ([www.stanlee.net](http://www.stanlee.net)) to launch branded content, build global communities around it, and to commercialize it globally through traditional media. New superhero character franchises and animated series are created under the direction of pop-culture icon Stan Lee, co-creator of such classic characters as Spider-Man, the Incredible Hulk and the X-Men. These franchises, as well as other co-branded and acquired properties, including Conan the Barbarian and Gene Roddenberry's Starship, are exploited through strategic partnerships with Fox Kids Latin America and Venture Soft of Japan, and licensing for a broad array of uses including television, motion pictures, music, events, and theme park attractions. The Company is establishing its website as a leading destination site on the World Wide Web for animation, interactive games, community, commerce and other "sticky content." Stan Lee Media has partnered with international singing sensation, the Backstreet Boys, to produce an animated, superhero version of the group for its [www.backstreetproject.com](http://www.backstreetproject.com) website. The accompanying Backstreet Project/Burger King promotion is among the largest to support an Internet entertainment franchise. Stan Lee Media is currently producing three other animated web series, "The Accuser," "The Drifter" and the "7th Portal," which is currently being co-developed for a major live-action motion picture with Men in Black's Mark Canton and a 3D ride attraction for

Paramount Parks' five theme parks, with 12 million annual visitors, to debut March 2001.

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