



For Immediate Release

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

Mercury Filmworks
Ruth Atherley, Publicist
Tel: 604 684 9117
Cell: 604 727 3947

MERCURY FILMWORKS IN PRODUCTION ON *LITTLE BEAR* FEATURE WITH THE TOON BOOM'S SOFTWARE PACKAGE

Montreal (October 6, 2000) – Toon Boom Technologies Inc. is glad to announce that its esteemed customer Mercury Filmworks, one of North America's largest animation postproduction houses, is currently in production on Nelvana's *Little Bear*, a 75 minute feature based on Nelvana's highly successful episodic series of the same name. Clint Eland, CEO and Executive Producer, cites the use of Toon Boom Technologies' USAAnimation® as a key component of producing feature quality work for such high profile clients as Nelvana.

"USAAnimation has a tremendously intuitive work flow," Eland says. "This helps us produce feature quality work on tight timelines, which is what our clients expect of us. The decision to run USAAnimation exclusively has justified itself countless times over the past two and a half years. Its absolutely the best tool available to assist us in the high quality, high volume production work that we are known for producing."

About Toon Boom Technologies Inc.

Toon Boom Technologies Inc. (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 flagship product, USAAnimation®, 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. 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, USAAnimation® is the industry standard in the 2D cartoon animation market. USAAnimation® 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.

/2

About Mercury Filmworks

Mercury Filmworks is one of North America's premier digital animation and post-production houses, providing complete digital solutions to national and international animation producers. From feature quality digital paint, special effects, 3D animation, and compositing, to uncompressed digital on-line editing, mastering, and network packaging, Mercury Filmworks services clients world-wide from the heart of Vancouver via high-speed wireless to fibre-optic connectivity.

MFW's impressive client list includes Disney Feature Animation, Nelvana, Fox, DreamWorks Animation, Teletoon, the Sony ANIMAX Network, MTV Animation, Disney Channel, YTV, Studio B Productions, Discovery Network, Columbia Tri-Star, SONY, Harvey Entertainment Co., Wild Brain, Pearson Entertainment, FunBag Animation, Curious Pictures, Sony Wonders and DECODE Entertainment.

Mercury Filmworks, along with Klasky Csupo, is a premiere beta-site for USAnimation.

###