



For Immediate Release

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MERCURY FILMWORKS AS BUSY AS SANTA'S WORKSHOP ON CHRISTMAS SPECIALS, SINGING THE USANIMATION® CAROL!

Montreal (October 2, 2000) – One of North America's largest and busiest animation post-production houses, Mercury Filmworks (MFW), a long-time client of Toon Boom Technologies, is currently working on several animated television series, feature films and Christmas television specials, including Santa Mouse, a half hour special for Sony Wonder. Clint Eland, CEO and Executive Producer of MFW credits the talent and dedication of the MFW team and their association with Toon Boom Technologies for their ability to meet their multiple deadlines while maintaining the quality of work that MFW is known for.

"It has been extremely busy this fall," says Eland. "The support that we have received from Toon Boom Technologies has been exceptional. They helped us scale to meet all of our production commitments and that doesn't just mean selling us the licenses, it means actively supporting us. The people at Toon Boom have worked with us as partners throughout the history of Mercury Filmworks, from the day we opened our studio doors with only three people, they have seen us through to the present, where we now have more than 75 full-time artists, directors, and production staff. They have helped us build our capacity and have been a huge supporter from day one. Our association is a great example of how business can benefit everyone involved. We're very fortunate to have created this association so early on in MFW's history and had it evolve to where it is now."

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, USAnimation®, 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, 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 Mercury Filmworks

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.

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