



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

For Immediate Release

Firehorse Films Chooses USAnimation Opus® to Produce New Zealand's First Prime-Time Adult Animation

(Montreal, October 17, 2003) – Toon Boom Technologies is proud to welcome **Firehorse Films**, based in Auckland, New Zealand, to the Toon Boom family. Firehorse will use Opus to produce New Zealand's first prime-time adult animation – an unashamedly suburban, non-PC satire entitled **bro'Town**.

Written and performed by the multi-talented Naked Samoans, **bro'Town** chronicles the schoolboy misadventures of four Auckland teenagers growing up in the big city. **The Naked Samoans**, who have performed their sell-out theatre shows for the last five years, are hugely excited as the series will take their work to a new audience. "It's the first show of its type in New Zealand and I think viewers are going to love seeing an animated Aotearoa with all its diverse cultures and communities", shared Oscar Kightley, one of the Naked Samoans.

TV3's Associate Director of Programming Kelly Martin said the Network was thrilled to finally have **bro'Town** in production. "We're very excited! We loved the idea of an animated Oscar and Co from the moment we heard it, and think it could be the Simpsons of the South Pacific." The series is expected to screen on TV3 next year.

Elizabeth Mitchell, founder of Firehorse Films and producer of the series, managed against the odds to put together the financing, the creative and the production team. "Doing the first series in-house, and having the creative control that comes from being all under one roof was a must for **bro'Town**", says Elizabeth. "Toon Boom showed us how we could keep creative control, keep the quality high and keep the cost down".



The software and production pipeline for the entire project were provided by Toon Boom Technologies Inc., while the hardware and field integration were provided by Adimex of Sydney, Australia.

About Toon Boom Technologies Inc.

Based in Montreal, Canada, Toon Boom Technologies Inc. is a world-leading supplier of 2D animation software for businesses and individuals. With a presence in more than 75 countries, Toon Boom Technologies provides a complete suite of high-performance, web-enabled animation tools and services to creators and producers of 2D animation, including USAnimation®, Toon Boom Studio™ and Toon Boom Studio™ Express. Founded in 1994, Toon Boom Technologies offers a 100% vector-based, resolution independent and multi-layer software system with multi-format output to HDTV, Film, DVD, Imax and Macromedia® Flash™.

About Adimex.

Adimex is Australia's leading digital media production tool distribution company. Based in Sydney, Australia, Adimex imports and distributes a broad range of market-leading solutions for broadcast video, DVD, streaming media and iTV. For many years, the company has provided world-class product marketing and support for the products it represents and has developed a strong reseller network throughout Australia and New Zealand.

For additional information, visit Toon Boom on the Web at www.toonboom.com

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