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For Immediate Release

PASI Adopts Toon Boom Harmony

Montreal, May 16, 2005 – Today Toon Boom Animation announced that Philippine Animation Studio, Inc. (PASI), the largest independent animation studio in the Philippines, has chosen Toon Boom Harmony for its upcoming productions. PASI is the first overseas installation of Toon Boom Harmony, the leading-edge animation solution for digital and traditional animation production. PASI studios recently moved into an upgraded Manila facility, in which the new Harmony systems will complement nicely their upgraded digital department. PASI is open for business and ready to work with existing Toon Boom Harmony North American and European customers.



“The acquisition gives Pacific Digital, Inc. [PDI], PASI's digital facility, flexibility on software choices with our current international partners and an opportunity to expand our clientele,” states Lani Barcelona, PDI Digital Manager.

PASI is currently working on several series, including “Captain Flamingo” with Breakthrough Films, Atomic Cartoons and Heroic Films, “Leapfrog” with Porchlight Entertainment and “Benjamin Bear” with Amberwood Entertainment.

About Toon Boom Animation Inc.

Building on over a decade of great successes, Toon Boom is the world-leading supplier of animation technology with high-tech tools such as morphing, inverse kinematics and glue. Toon Boom Animation Inc. carries several leading animation products, including Harmony, Opus and Toon Boom Studio. Harmony is a revolutionary solution designed to meet digital animation production needs, whether it is cut-out or paperless. Its superior toolset, with morphing, inverse kinematics and glue, makes it the solution for any studio wanting to create the highest-quality animation cost-effectively. Toon Boom Opus is the industry standard for traditional animation production. From scanning, inking and painting, to compositing and rendering, its powerful features translate into significant savings throughout the production process. As for Toon Boom Studio, this application is the ideal tool for artists and schools. Toon Boom also offers consulting and training services dedicated to increasing animation production efficiency and quality. With these great offerings, Toon Boom Animation is well poised to continue delivering quality, efficiency and reliability to the animation community - for all animation styles and formats.

Toon Boom's client base ranges from major studios creating Hollywood blockbuster animated films to individual animators creating their first masterpieces. Market-leading studios using Toon Boom's products include Nelvana, Klasky Csupo, Warner Bros., Paramount Pictures, Universal, Mercury Filmworks, Wild Brain, King Camera, Cromosoma and Lanterna Magica, to name a few.

In 2004, the Federation of Indian Chambers of Commerce & Industry honored Ms. Vogelesang, President and Chief Executive Officer of Toon Boom Animation, with the Life Time Achievement Award for promoting the Indian Animation Sector on the global map. Since 1999, Toon Boom has advocated the potential of India as an animation destination and has established a great working relationship with many successful studios.

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

Opus™ and Harmony™ are trademarks of Toon Boom Animation Inc. Other company and product names may be trademarks of their respective owners.

About PASI

PASI, the largest independent animation studio in the Philippines, positions itself as a market leader in the areas of quality, reliability, value and proactivity. PASI has been selected by Animation magazine as one of the Top 10 Animation Companies to be in business with. PASI is a full service animation studio providing character design, original development, storyboards, direction, layout, animation, backgrounds, in-betweening, special effects, clean-up, color styling, digital ink & paint and flash animation working on Commercials, Interactive Platforms, Television Series & Feature Films.

In 2003 PASI became a member of the Astro All Asia Networks ("Astro") Group. The Group provides Direct-to-Home satellite multi-channel subscription television services, radio broadcasting services, the production and distribution of film and television programming, the publication and distribution of magazines, and the provision of interactive and multi-media services. Astro was listed on the Kuala Lumpur Stock Exchange in October 2003.

PASI's award winning co-productions include;

- 52 x ½ hour episodes of "Bob & Margaret" with Nelvana Limited, winner of Best Primetime Animated Series at 2001 World Animation Celebration,
- 40 x ½ hour episodes and direct-to-video feature film of "Kong, The Animated Series" with BKN Kids & ELLIPSANIME, 2001 nominee for Frances' 7 d'Or Awards,
- 26 x ½ hour episodes of "Kampung Boy" with Matinee Entertainment & MEASAT Broadcasting, winner of Best Animated Series at the 1999 Annecy Film Festival, and
- 65 x ½ hour episodes of the acclaimed series "Biker Mice From Mars" with New World Animation.

• PASI's client list includes: Nelvana Limited, TV Loonland, MTV Networks, Porchlight Entertainment, Leap Frog, Bardel Entertainment, BKN Kids, A Film, Marvel Comics, Film Roman, ELLIPSEANIME, Varga Group, Nestles Philippines and many more.

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