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For Immediate Release

Toon Boom Studio Express V3 is Launched

Montreal (November 17, 2005) - Toon Boom Animation today announced the release of Toon Boom Studio Express V3. The new features and improvements integrated into Toon Boom Studio Express V3 make this release the perfect animation tool for beginners, hobbyists and kids.

- **Create animated greetings for the New Year**

The new Text tool lets users type and animate text easily. This feature is great for creating greeting cards, web banners, storyboards or even comic strips. users



- **Enjoy ease-of-use and efficiency**

With a new unified mode and many interface improvements, Toon Boom Studio Express V3 is the easiest and most efficient release to date offering an exciting and fun experience to beginners, hobbyists and kids.

- **Animate faster**

The new transform tool allows users to scale, rotate, move and skew any object over time with a simple click. Create the final position of a drawing and let Toon Boom Studio Express create the animation for you.



Pricing and availability

Toon Boom Studio Express V3 is available online at www.toonboom.com. Launch special is at \$69.99 US, instead of \$99.99 US, and upgrade from a previous version is at \$29.99 US. In addition to getting free support for installation and download, customers receive additional free goodies, including Christmas templates, tutorials and clip art, a total value of \$200 US.

About Toon Boom Animation Inc.

Winner of the 2005 Primetime Emmy® Engineering Award, Toon Boom Animation Inc. is the worldwide leader of animation software solutions with high-tech tools such as morphing, inverse kinematics and glue. Toon Boom carries several leading animation products, including Harmony, Opus, Solo and 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. Designed to meet the needs of small studios and independent filmmakers, Toon Boom Solo brings the power of Toon Boom's most advanced applications into this stand-alone animation software solution. As for Toon Boom Studio, this application is the ideal tool for individuals. 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. Some of the prestigious productions done with Toon Boom's technology include *Les Triplettes de Belleville*, *Looney Tunes: Back in Action*, *Rugrats*, and *The SpongeBob SquarePants Movie*.

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 globally. 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 at www.toonboom.com.

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