



For more information, contact:
Karina Bessoudo
(514) 278-8666, extension 248
karina@toonboom.com

For Immediate Release

Maya Academy of Advanced Cinematics Teaches Animation on Toon Boom Products

Montreal (April 5, 2006) – Emmy-award winning Toon Boom Animation Inc. today announced that Maya Academy of Advanced Cinematics (MAAC) joins hand with Toon Boom Animation to launch in May 2006 courses in 2D animation in four major cities in India (Mumbai, Delhi, Calcutta and Bangalore) based on the curriculum designed by Toon Boom and the faculty trained specialists from Canada.

"In the past few markets, I have seen tremendous interest in 2D/CGI work and, looking at the in-roads Toon Boom Animation has had in the major studios around the world, we feel that it is the right time for Maya Academy of Advanced Cinematics to introduce Toon Boom in its curriculum" shared Rajesh Turakhia, Chief Executive Officer at MAAC.

"Having looked at the reach of Maya with forty-two academies in India, we feel this will address the current man power shortage in India. As NASSCOM stated, India could use 300,000 professionals in content development and animation by 2008, up from 27,000 three years ago. We are thrilled to have our leading-edge technology play an active role in reaching that goal" shared Joan Voogesang, President and Chief Executive Officer at Toon Boom Animation.

Maya Academy of Advanced Cinematics is the academic wing of Maya Entertainment Ltd.(MEL), a premier 3D Animation and Visual Effects house based in Mumbai, India and promoted by internationally renowned producer-director Mr. Ketan Mehta and acclaimed film actress Ms. Deepa Sahi. MAAC provides education in 3D animation, visual effects and post-production techniques duly supported by live projects, seminars by industry professionals and innovative workshops organized from time to time.

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*, *The SpongeBob SquarePants Movie* and *Curious George*.

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

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