



For more information, contact:
Karina Bessoudo
Marketing Director
Toon Boom Animation Inc.
karina@toonboom.com
(514) 490-6479

For immediate release

Max The Mutt Goes Pro with Toon Boom

Montreal (August 20, 2007) – Emmy Award-winning Toon Boom Animation Inc. today announced that Max the Mutt Animation School plans to integrate Toon Boom Storyboard Pro and Digital Pro into its animation programme to enhance the skills and technical competencies of its professional students.



Located in downtown Toronto, Max the Mutt Animation School offers a rigorous, in-depth curriculum based on Warner Bros. and Disney guidelines. In addition to a series of classical animation courses, the curriculum includes in-depth drawing classes, a year of cartooning, character design, a sequence of visual language, storytelling and storyboarding courses, background painting and background design. In year three, computer courses are introduced, now including Toon Boom's professional products.

"Toon Boom is fully committed to education and is pleased to welcome the Max the Mutt Animation School into its family. Considering Max the Mutt's excellent reputation and our close relationship with the industry, we are confident their graduate students will quickly find placement in the market place and start an exciting career in animation," shared Joan Vogelesang, President and Chief Executive Officer at Toon Boom.

About Toon Boom Animation Inc.

Toon Boom Animation Inc. is the worldwide leader in animation software solutions. Toon Boom carries entry level and high-end animation software solutions for film, television, web, games, mobile devices and training applications. Toon Boom's solutions also include powerful pre-production tools ideal for all animated or live-action projects. In 2005, Toon Boom was granted the Primetime Emmy® Engineering Award by the Academy of Television Arts & Sciences for its significant contribution made to the animation industry targeted for television, in North America and throughout Asia, Europe and the Middle East. In 2006, the IT Federation of Quebec (FIQ) awarded an OCTAS 2006 in the Multimedia – educational and cultural sector category, for Toon Boom Studio V3. In 2007, FIQ awarded an OCTAS 2007 in the Technological Innovation category, for Toon Boom Storyboard Pro.

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, Warner Bros., Mercury Filmworks, China Central Television, Toonz Animation India, Starburst Animation, Answer Studio, Alphanim, Cosgrove Hall, 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, The Rugrats, SpongeBob The Movie, Curious George, Go West: A New Lucky Luke Adventure*** and ***The Simpsons Movie***.

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