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For immediate release

## Toon Boom Partners with Final Draft with the launch of Storyboard Pro 1.5

Montreal (March 11, 2008) – Emmy award-winning Toon Boom Animation Inc. today announced its partnership with Final Draft 'Professional Scriptwriting Software' to offer end-to-end solutions to the pre-production market. Both Toon Boom and Final Draft products will offer greater integration with file format compatibility to ensure a smooth process between script writing and storyboarding.

Geared towards the entertainment industry at large, Final Draft and Toon Boom Storyboard Pro make a perfect combination to embark on live-action, advertising, animation as well as storytelling projects. Schools and educators can also fully appreciate the academic benefits of using these award-winning applications, as part of their film, animation and design programs.

"Final Draft is natural partner when it comes to cater to the needs of pre-production teams. We look forward to a great response in the market place as our products truly deliver efficiency and quality" shared Joan Voogesang, President and Chief Executive Officer at Toon Boom.

A Final Draft-Storyboard Pro bundle is available at \$999 US in the Toon Boom online Store. Final Draft is also available at the special price \$ 199 US, valid until March 31, 2008.

### **About Toon Boom Animation Inc.**

Toon Boom Animation Inc. is the worldwide leader in animation software solutions. Toon Boom carries user-friendly animation applications for all and develops new geographies to make the animation community as global as can be. In that market segment, Toon Boom caters to the needs of children, home users, creative professionals as well as students, educators and schools.

As importantly, Toon Boom is fully dedicated to the needs of independent animators and studios, offering a wide product range from powerful pre-production tools to leading-edge animation production solutions. Relying on its extensive expertise in animation production, Toon Boom provides consulting services in the fields of optimization, pipeline integration, production assistance and custom development.

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 2006, the IT Federation of Quebec (FIQ) awarded an **OCTAS 2006** in the Multimedia – educational and cultural sector category, for Toon Boom Studio. 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, eMation, Rough Draft Korea, Alphanim, Cosgrove Hall, Cromosoma and Enarmonia, 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 *Simpsons The Movie*.

For additional information, visit Toon Boom at [toonboom.com](http://toonboom.com).