



FOOD LOVERS UNITE - CORUS ENTERTAINMENT INTRODUCES COOKING CHANNEL IN CANADA

New Lifestyle Channel Set to Launch December 12, 2016

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For Immediate Release

TORONTO, October, 19, 2016 – Corus Entertainment, the leader in specialty entertainment with six of the top 10 specialty channels in Canada, announced today that it is introducing **Cooking Channel**, a 24-hour network that caters to avid food lovers, in Canada on **December 12, 2016**. From the creators of Food Network, Cooking Channel is the answer to a growing appetite for more content devoted to food and cooking in every dimension; from global cuisines to international travel, to food history and unconventional how-tos. A perfect pairing to Food Network Canada, Cooking Channel expands Corus' dominance in the food and lifestyle genre and joins the company's roster of lifestyle channels including: Food Network Canada, HGTV Canada, W Network, Slice, DIY Network and OWN: Oprah Winfrey Network Canada.

"As leaders in specialty content, we are continuously evaluating our portfolio to ensure we are delivering audiences the best in entertainment," said Barbara Williams, Executive Vice President and Chief Operating Officer of Corus Entertainment. "As the interest in food content continues to grow, we see an opportunity to add the tremendously successful Cooking Channel brand to our portfolio. With Cooking Channel's focus on serving those passionate about food and cooking, Food Network Canada will continue to bring Canadians dynamic, new entertainment-driven food related programming."

The launch of Cooking Channel in Canada is an extension of Corus' long-term partnership with Scripps Networks Interactive, leading developer of engaging lifestyle content whose media portfolio includes: Food Network, HGTV and DIY Network. Since Scripps Networks' launch of Cooking Channel in the United States in 2010, ratings and impressions have grown exponentially for core demographics (A25-54 / W25-54), averaging gains of more than 50% to date while growing its distribution to US households by 20%. The network most recently wrapped Q3 2016 notching its highest-rated, most-watched quarter to date marking 15 consecutive quarters of quarter-to-quarter growth.

"Cooking Channel is a complementary network to Food Network and a leading lifestyle brand in the United States," said Jim Samples, President, International, Scripps Networks Interactive. "As it has in the U.S., Cooking Channel will satiate audiences' growing hunger for more food lifestyle programming in Canada and fuel their passion and curiosity for cooking and entertainment."

Cooking Channel in Canada is a rebrand of W Movies.

A few of the highly-anticipated series confirmed for launch include:

Man Fire Food

Man Fire Food stars Canadian chef Roger Mooking and features the inventive ways to cook with fire. From small campfires to creative custom-made grills and smokers, they visit home cooks, pitmasters and chefs who are fascinated by fire and food. The smoke signals take Roger Mooking across the country, including the American South for different styles of regional barbecue, the Pacific Northwest for a tribal salmon bake and New England for a unique seafood feast. *Man Fire Food* celebrates the passion for building and cooking with fire.

Dinner at Tiffani's

Tiffani Thiessen invites her celebrity friends over for good company, great stories and delicious food. With guests like Jason Priestley, Seth Green, her *White Collar* co-stars and more, it's a wonderful blend of dinner, drinks and fun. Come for the party, stay for the food.

Unwrapped 2.0

Unwrapped 2.0 is a fun and fascinating look at the amazing processes, great stories and interesting people behind the creation of some of the most popular snacks. Hosted by Alfonso Ribeiro, *Unwrapped 2.0* features everything from classic childhood treats to the latest candy crazes. Whether you like your snacks sweet or savoury, crispy or gooey, *Unwrapped 2.0* offers behind-the-scenes access to get you a front row seat to see them made.

Cake Hunters

The perfect party needs the perfect cake, and that's where *Cake Hunters* comes in! From weddings to family reunions and more, party hosts meet with three cake designers who present their jaw-dropping concepts to make the perfect complement to their big bashes. And once the winning design is picked, will the cake make it to the big day on time and in one piece?

Unique Sweets

Unique Sweets is an insider's peek into innovative eateries that are creating the most unique and exciting desserts today. These sweet spots cover the gamut: restaurants with revolutionary pastry chefs; candy shops inventing eye-popping confections; chocolate boutiques with wild artisanal flavours and bakeries producing one-of-a-kind pastries, cakes and cookies in the middle of the night. Wherever there are gooey, crunchy, sticky and sweet treats that you won't find anywhere else, *Unique Sweets* will take you there.

*Source: Numeris data, Total Canada, AMA(000) A25-54 unless otherwise noted (Aug 31/2015-Aug 28/2016), excluding sports stations.

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About Corus Entertainment Inc.

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that creates and delivers high quality brands and content across platforms for audiences around the world. The company's portfolio of multimedia offerings encompasses 45 specialty television services, 39 radio stations, 15 conventional television stations, a global content business, digital assets, live events, children's book publishing, animation software, technology and media services. Corus' roster of premium brands includes Global Television, W Network, OWN: Oprah Winfrey Network Canada, HGTV Canada, Food Network Canada, HISTORY®, Showcase, National Geographic Channel, Q107, CKNW, Fresh Radio, Disney Channel Canada, YTV and Nickelodeon Canada. Visit Corus at www.corusent.com.

About Cooking Channel

Cooking Channel (www.cookingchanneltv.com) is an entertainment brand dedicated to today's passionate food lover. For food people, by food people, Cooking Channel is the answer to a growing hunger for more content devoted to food and cooking in every dimension from global cuisines to international travel, history and unconventional how-tos. Cooking Channel is part of the media portfolio of Scripps Networks Interactive (NASDAQ: SNI), which also includes Food Network (www.foodnetwork.com), HGTV (www.hgtv.com), DIY Network (www.diynetwork.com), Travel Channel (www.travelchannel.com), and Great American Country (www.gactv.com).

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