



FOR IMMEDIATE RELEASE

NELVANA LOCKS DOWN GLOBAL LICENSING AGREEMENT WITH VIVID TOY GROUP FOR ALL-NEW TOY-BASED PROPERTY UNIVERBUS

Nelvana to Produce Original Short-Form Digital Series Based on the Collectable Toys

October 11, 2018, Toronto, Canada – Nelvana Enterprises, the global licensing and merchandising arm of Corus Entertainment's Nelvana, today announced a new and extensive partnership with UK-based toy company **Vivid Toy Group** for the global licensing rights (excluding toys) to innovative new collectible property **UniVersus**.

In addition to global licensing representation, Nelvana will produce original digital media content for the brand, beginning with an order of 20 shorts based on the upcoming line of toys, and will hold global distribution rights. The toys and digital shorts are slated to launch in fall 2019.

UniVersus features a host of collectable alien characters, each one trapped in its own sand-filled pod that has plummeted to Earth. It's up to kids to help free the aliens by decrypting the secret code, unlocking them from their hyper-sleep.

"This one-of-a-kind concept and fantastic cast of larger-than-life characters makes UniVersus an ideal brand to expand into content and consumer products," said Mellany Masterson, VP Global Consumer Products and International Distribution, Nelvana Enterprises. "Vivid has done a spectacular job developing this brand. Its boundless potential presents an exciting opportunity to tap into the success of the unboxing phenomenon to create a short digital series and consumer products that will excite and delight children."

"We are delighted to be partnering with Nelvana who have a tremendous track record managing boys' action content and licensing," said Vivid Toy Group's CEO Tony Hicks. "Our Research and Development teams have been working behind the scenes on insights and trends which all point 'up' to space so it is exciting to hit upon a future trend and marry it with such a unique product offering and unboxing experience for kids. It is a privilege to partner with Nelvana to bring the story of 'UniVersus' to life across content as well as consumer products."

The consumer products program currently in the works will target kids ages five to seven and focus on key categories including publishing, back-to-school, apparel and outdoor. Nelvana Enterprises is currently on the lookout for potential partners for a planned 2020 program launch.

Follow Nelvana Enterprises on Twitter [@NelvanaEnt](https://twitter.com/NelvanaEnt).

About Nelvana

Nelvana is Canada's premier animation company and a world-leading producer and distributor of children's content. Nelvana has delighted audiences around the globe for more than 40 years with a vast library of more than 4,000 episodes from original, award-winning series like *Babar* and *Franklin*. Nelvana's content is distributed in more than 160 countries worldwide and broadcast across Corus Entertainment's suite of leading kids' networks. Nelvana Enterprises, the global licensing and merchandising arm of Nelvana, manages the organization's portfolio of in-house and third-party brands with offices in Toronto and Paris. Nelvana Studio, with offices in Toronto and Montreal, employs more than 300 Canadian artists working with local and international producers to create premium children's content for a global stage. For more information, visit www.nelvana.com.

About Vivid Toy Group

Based in Guildford UK with offices in Paris, Frankfurt, Hong Kong and China, the Vivid Toy Group is an independent, privately owned toy, games and stationery company that designs and markets in over 60 countries worldwide. Key properties include Crayola, Animagic, Tiana ToysAndMe, Science 4 You, Squeezamals, and Nella the Princess Knight. For more information please visit <http://vividtoysandgames.co.uk/>

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 44 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.

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