



NELVANA ADDS NEW MARKETS AND LICENSING PARTNERS FOR SHOPKINS BRAND

Global Children's Entertainment Company Extends Global Hit Property to Russia, the Middle East and Scandinavia



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February 2, 2017, Toronto, Canada – Corus Entertainment's [Nelvana Enterprises](#), the sales, brand-management and consumer products division of Nelvana, has extended the reach of its fast-growing **Shopkins** licensing program to fans in Russia, the Middle East and Scandinavia through a range of new partnerships.

"Shopkins is an ever-expanding global sensation and we're thrilled to extend its reach even further with incredible new partners in three major international markets," said Antoine Erligmann, Head, Nelvana Enterprises EMEA. "As consumer enthusiasm for the brand continues to flourish, we're delighted to be working with world-class licensees to bring this highly-sought-after property to even more fans everywhere."

Nelvana is introducing Shopkins merchandise to Russian consumers via Megalicense International, which the company recently tapped as sub-agent for the brand in Russia, the Commonwealth of Independent States, Ukraine, and the Baltic nations of Estonia, Latvia and Lithuania. New licensees for Russia include:

- AST Origami (board games, art & crafts)
- AST Publishing (magazines)
- Perfetti (chocolate balls)
- Tarna Rosman (plush, party goods, art & crafts, stationery)
- Unitoyo (card games)

In the Middle East, Nelvana, in partnership with Moose Toys, has appointed 20too Licensing as agent for Shopkins. Toys are distributed in the region by Rochas, and among the new licensees introducing product for spring 2017 are:

- Developing Dreamz (stationery)
- MEI (events, meet & greets)
- Sapphire (confectionery, travel accessories)
- Vibrant Global (personal care, home textiles, fashion accessories)

Nelvana also is expanding the Shopkins brand to Scandinavia through its newly-appointed agent, Alicom. In addition, puzzle and game maker, Ravensburger, which already produces Shopkins product for France, Italy and Spain, is extending its coverage area to include Scandinavia. Proxy continues as Nelvana's toy distributor in Scandinavia.

In addition, Nelvana agent Planeta Junior, which represents Shopkins in Turkey, has secured licensing deals for the property with Gizzy (puzzles), and Mad Event (meet & greets).

Shopkins is a line of miniature collectibles for children ages 5+. A toy industry phenomenon, more than 700 million Shopkins figures have been sold globally. Over 140 new collectibles are introduced as new seasonal offering twice a year, with 2017 marking the property's seventh season. Shopkins are now sold in more than 100 countries, and Shopkins YouTube videos have been viewed in excess of 1 billion times.

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 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.

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