



## **NELVANA'S *SUPER WINGS* 'SOARS' IN FRANCE WITH NEW LICENSEES AND KEY TV TIMESLOT ON GULLI**

### **Global Children's Entertainment Company Expands Consumer Products Portfolio with Even More Top-Flight Partners**

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February 7, 2017 Toronto, Canada – **Corus Entertainment's Nelvana**, a world-leading international producer and distributor of children's animated and live-action content, has "landed" a host of new consumer products partners in France for its high-flying animated hit series, ***Super Wings***. In addition, a new key timeslot has been secured for the animated preschool series on the Gullidoo children's programming block on France's Gulli, the nation's leading kids broadcast channel, beginning January 2017. *Super Wings* also airs on Piwi+.

"*Super Wings* is a huge hit in France and its continued growth has elevated the sales of our consumer products program to new heights," said Antoine Erligmann, Head, Nelvana Enterprises EMEA. "The soaring popularity of the show has allowed us to select the very best partners and we're thrilled to be collaborating with so many first-rate licensees."

Nelvana has signed 15 new consumer products agreements for *Super Wings*, including:

- AD Global (toys and accessories)
- Auldey (master toy)
- ATM (back to school)
- Bon Bon Buddies (confectionary)
- Canal Toys (arts and crafts)
- Chauss Europ (footwear)
- Clementoni (puzzles and games)
- D'Arpeje (wheeled toys)
- Dekora (cake decorations)
- Famosa (ride-ons)
- Giochi Preziosi (educational and electronic games, balls)

- Hemma (publishing)
- Pik and Roll (bicycles)
- Play By Play (plush)
- Sun City (apparel)

In addition to France, Nelvana holds the merchandise licensing rights for the popular series in North America, where it represents *Super Wings* in all categories except toys, which are distributed by Auldey Toys in the U.S. and Imports Dragon in Canada. Auldey also distributes *Super Wings* toys in France.

*Super Wings*, co-produced by FunnyFlux Entertainment, Little Airplane Productions, Qianqi Animation, EBS, CJ E&M (Asia's leading content and media company), and KiKA has charted a three-fold increase in viewership since joining Guillardoo's Monday through Friday programming block this month, exceeding the overall ratings for the entire block. In addition, *Super Wings* is the #1 most requested preschool show on Gulli's replay service, accessible via its website.

*Super Wings* follows the adventures of Jett, a confident jet plane who travels around the world delivering packages to children with his group of adorable airplane pals, the "Super Wings." No ordinary airplanes, the Super Wings are able to transform into amazing heroes who can run, climb, dig, and even swim! The series centers on cultural diversity and creative problem-solving, as the friends take off on adventures to new countries, encountering problems they must work together to solve.

Source: PdA for kids 4-10: 29.5% (*Super Wings*) vs 18.5% (Gullidoo average at midday) – Source: Médiamétrie from 12/01/16 to 12/31/2016).

#### **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](http://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](http://www.corusent.com).

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