



NELVANA AND SPIN MASTER EXPAND BAKUGAN FRANCHISE WITH NEW INTERNATIONAL BROADCAST PARTNERS

Popular Anime TV Series Continues to Entertain Kids Worldwide With New Distribution Deals in Multiple Territories – Including Netflix in the U.S. and Canada

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For Immediate Release

TORONTO, August 11, 2020 – Nelvana, a world-leading international producer and distributor of children’s animated and live action content, together with Spin Master, a leading global children’s entertainment company, have secured new international broadcast partners for Season 1, **Bakugan®: Battle Planet™** (100 x 11 min) and Season 2, **Bakugan®: Armored Alliance™** (104 x 11 min).

The new distribution deals include Netflix (U.S., Canada), POP (U.K.), 9Go! (Australia) and Dreamia (Portugal) for *Bakugan: Armored Alliance* as well as Televisa (Mexico), Dreamia (Portugal), Nelonen Media (Finland), Dexy Co (Serbia), and Talent Show (Croatia) for *Bakugan: Battle Planet*. These new distribution deals are in addition to the previously announced broadcast partners including TELETOON (Canada), Cartoon Network (U.S.), Cartoon Network (Spain, Italy, Middle East), Gulli and Canal J (France, Africa), POP (U.K.), SUPER RTL (Germany), RTL (Netherlands, Hungary, Croatia), 9Go! (Australia), TVNZ (New Zealand), Star (Greece), 1+1 (Ukraine), POP TV (Slovenia), VMMa (Belgium), M6 (France, Africa), and Lithuania/SIA (Baltics).

“Bakugan is a revered franchise with a loyal fan base that has achieved great popularity worldwide as the series continues to enthrall and capture the attention of young audiences,” said Mellany Masterson, Head of Nelvana Enterprises. “The momentous addition of these leading international broadcasters elevates this powerful franchise to the next level and allows Bakugan to be shared and enjoyed by many more brawlers around the world.”

“The continued influx of international distribution deals is a strong testament to the franchise’s reigning popularity,” said Thom Chapman, Senior Director, Sales & Distribution, Spin Master. “Bakugan is an exemplary franchise for Spin Master proven in its long-lasting brand affinity. We look forward to bringing the epic world of Bakugan to more fans with this expansion.”

Bakugan: Armored Alliance is the second season of *Bakugan: Battle Planet*. The anime adventure series follows the adventures of Dan Kouzo and his best friends as the first kids on Earth to bond with the mysterious alien creatures known as Bakugan. The fate of not one but two planets rests in the hands of this new breed of Bakugan Brawlers. The new season launched earlier this year on Cartoon Network in the U.S., and TELETOON in Canada, with new episodes of *Bakugan: Armored Alliance* airing Sundays at 6:30 a.m. ET on Cartoon Network in the U.S. and Sundays at 2:30 p.m. ET on TELETOON and Fridays at 2:05 p.m. ET on YTV in Canada. In the fall, new episodes will air Sundays at 12:30 p.m. ET on TELETOON and 2:05 p.m. ET on YTV.

Along with the new season, Spin Master launched *Bakugan: Armored Alliance* toys in North America in Spring 2020, with a new wave of products launching this Fall 2020 in U.S. and Canada. Additionally, the children’s entertainment company will be rolling out their *Bakugan: Armored Alliance* toy line internationally this Fall.



About Nelvana

Nelvana is a world-leading international producer and distributor of children's animated and live-action content. Nelvana produces a stable of award-winning and globally renowned brands that focus on comedies, preschool and boys action series and ancillary consumer products programs. Nelvana's content airs on Corus Entertainment's kids channels in Canada and in over 160 countries around the world. The Nelvana library has well over 4,000 episodes of programming and has received over 70 major international program awards including Emmys® and Canadian Screen Awards. Visit the Nelvana website at nelvana.com.

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About Corus Entertainment

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that develops and delivers high quality brands and content across platforms for audiences around the world. Engaging audiences since 1999, the company's portfolio of multimedia offerings encompass 34 specialty television services, 39 radio stations, 15 conventional television stations, a suite of digital assets, animation software, technology and media services. Corus is an established creator of globally distributed content through Nelvana animation studio, Corus Studios, and children's book publishing house Kids Can Press. The company also owns innovative full-service social digital agency so.da, and lifestyle entertainment company Kin Canada. Corus' roster of premium brands includes Global Television, W Network, HGTV Canada, Food Network Canada, HISTORY®, Showcase, National Geographic, Disney Channel Canada, YTV and Nickelodeon Canada, Global News, Globalnews.ca, Q107, Country 105, and CFOX. Visit Corus at www.corusent.com.

About Spin Master

Spin Master Corp. (TSX:TOY) is a leading global children's entertainment company creating exceptional play experiences through a diverse portfolio of innovative toys, entertainment franchises and digital toys and games. Spin Master is best known for award-winning brands PAW Patrol®, Bakugan®, Kinetic Sand®, Air Hogs®, Hatchimals® and GUND®, and is the toy licensee for other popular properties. Spin Master Entertainment creates and produces compelling multiplatform content, stories and endearing characters through its in-house studio and partnerships with outside creators, including the preschool success PAW Patrol and 10 other television series, which are distributed in more than 160 countries. The Company has an established digital presence anchored by the Toca Boca® and Sago Mini® brands, which combined have more than 25 million monthly active users. With over 1,800 employees in 28 offices globally, Spin Master distributes products in more than 100 countries. For more information visit spinmaster.com or follow on Instagram, Facebook and Twitter @spinmaster.

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For media inquiries, please contact:

April Lim, Publicist, Kids & Nelvana
Corus Entertainment
416.860.4216
april.lim@corusent.com

For information on broadcasting opportunities, please contact:

Mellany Masterson, Head of Nelvana Enterprises
Nelvana
416.479.6343
Mellany.Masterson@corusent.com