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## NELVANA AND SPIN MASTER TAKE *BAKUGAN: BATTLE PLANET* INTERNATIONALLY WITH A NEW WAVE OF DISTRIBUTION DEALS

Spin Master, TMS Entertainment and Nelvana Announce New Season *Bakugan: Armored Alliance*

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**TORONTO, October 15, 2019** – Corus Entertainment’s [Nelvana](#), a world-leading international producer and distributor of children’s animated and live action content, and **Spin Master Ltd.** (TSX:TOY; [www.spinmaster.com](http://www.spinmaster.com)), a leading global children’s entertainment company, are thrilled to announce that the action-packed animated series, *Bakugan: Battle Planet* has been picked up by several major international broadcasters.

“The original BAKUGAN captured the hearts and minds of millions of children around the world,” said Thom Chapman, Senior Director, Sales & Distribution, Spin Master. “We’ve reimagined the entire franchise, maintaining the essence of what originally enchanted kids, including modern entertainment accompanied by new toy technology and heightened strategic play.”

Building on the series’ successful launch on Cartoon Network in the U.S., and TELETOON in Canada, the new broadcast deals for *Bakugan: Battle Planet* will see the 100 x 11-minute episodes rolling out internationally on Cartoon Network (Spain, Italy, Middle East), Gulli and Canal J (France, Africa), POP (UK), SUPER RTL (Germany), RTL (Netherlands, Hungary, Croatia), , Nine GO! (Australia), TVNZ (New Zealand), Star (Greece), 1+1 (Ukraine), PopTV (Slovenia), VMMA (Belgium), M6 (France, Africa), and Lithuania/SIA (Baltics).

“Bakugan is truly a global phenomenon, and we’ve had overwhelmingly positive responses from our broadcast partners.” says Mellany Masterson, VP Global Consumer Products and International Distribution, Nelvana. “Many of whom are looking for strong storytelling and brand presence with an affinity on and off screen.”

Season 1, *Bakugan: Battle Planet* (100 x 11 min) follows the adventures of Dan Kouzo and his best friends, 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. Given the success of the brand, Spin Master, TMS Entertainment and Nelvana have greenlit the second season *Bakugan: Armored Alliance* (104 x 11 min) and it is now in production, set to launch in 2020.

In addition to the new series, Spin Master has launched a new line of toys featuring innovative transforming creatures to bring the battles seen in the animated series to life. Fans can visit the [Bakugan Products](#) page on [SpinMaster.com](http://SpinMaster.com) for further details.

For more information on broadcasting opportunities, please contact [Mellany.Masterson@corusent.com](mailto:Mellany.Masterson@corusent.com).

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**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](http://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. The company's portfolio of multimedia offerings encompass 37 specialty television services, 39 radio stations, 15 conventional television stations, a suite of digital assets, animation software, technology and media services. Corus is also 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](http://www.corusent.com).

### **About Spin Master**

Spin Master (TSX:TOY; [www.spinmaster.com](http://www.spinmaster.com)) is a leading global children's entertainment company that creates, designs, manufactures, licenses and markets a diversified portfolio of innovative toys, games, products and entertainment properties. Spin Master is best known for award-winning brands including Zoomer®, Bakugan®, Erector® by Meccano®, Hatchimals®, Air Hogs® and PAW Patrol®. Since 2000, Spin Master has received 103 TIA Toy of the Year (TOTY) nominations with 30 wins across a variety of product categories, including 13 TOTY nominations for Innovative Toy of the Year. To date, Spin Master has produced nine television series, including the relaunched Bakugan: Battle Planet and current hit PAW Patrol, which is broadcast in over 160 countries and territories globally. Spin Master employs over 1,800 people in countries around the world including Canada, United States, Mexico, France, Italy, United Kingdom, Russia, Slovakia, Poland, Germany, Sweden, the Netherlands, China, Hong Kong, Japan, Vietnam and Australia. Visit Spin Master at <http://www.spinmaster.com/>.

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