



NELVANA LAUNCHES NEW STRATEGIC PARTNERSHIP WITH GLOBAL CHARACTER BRAND, LINE FRIENDS

Partnership Deal Includes Series Development, Distribution, Brand Licensing, and Retail

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For Immediate Release

TORONTO, June 5 2019 –**Nelvana** announced today a new partnership with one of the world’s fastest growing global character brands, **LINE FRIENDS**. Originally created as stickers for leading mobile messenger application LINE and its 200 million active users, the brand has expanded beyond mobile use and developed into a highly successful lifestyle brand.

The strategic multi-faceted partnership will see the development and co-production of a kids animated television series (52 x 11-minutes), to be globally distributed by Nelvana (excluding Korea, Taiwan, Russia and CIS).

“Nelvana is fueled by creating content with loveable characters that spark strong emotional connections with kids and families worldwide,” said Pam Westman, Head, Nelvana Enterprises. “We look forward to working with LINE FRIENDS to do just that and feature its globally appealing character brands across multiple platforms, reaching global audiences and consumers in new ways.”

In addition, Nelvana will be the Canadian partner of LINE FRIENDS’ **BROWN & FRIENDS** brand for millennials. Plans also include a LINE FRIENDS pop-up shop in Canada, featuring BROWN & FRIENDS and collaborative brands.

“We are proud to partner with Nelvana to strengthen and amplify the BROWN & FRIENDS’ global brand presence,” said LINE FRIENDS Official. “Their extensive experience in licensing, consumer products and content development will undoubtedly take LINE FRIENDS to the next level for fans worldwide.”

Additional details around the series and Canadian pop-up shop will be announced in the coming months.

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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 Gemini. 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. 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.

About LINE FRIENDS

LINE FRIENDS is a global character brand featuring stores in trend-setting cities such as New York, Tokyo, Shanghai, Hong Kong, Taiwan, Bangkok and Seoul. LINE FRIENDS works with global partners across multiple industries to reach more customers by producing branded consumer products and expanding distribution channels. Visit the LINE FRIENDS website at LINEFRIENDS.com.

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