



NELVANA WELCOMES NEW LICENSING PARTNERS IN CELEBRATION OF MAX & RUBY'S 40TH ANNIVERSARY

Nelvana Partners with Cracker Barrel for Exclusive U.S. Retail Max & Ruby Launch

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For Immediate Release

TORONTO, October 29, 2019 – Corus Entertainment's [Nelvana](#), a world-leading international producer and distributor of children's animated and live action content, is celebrating the 40th publishing anniversary of the beloved preschool brand, Max & Ruby, with several new licensing partnerships that will lead into 2020.

Starting this fall, Nelvana has partnered with Cracker Barrel for an exclusive U.S. retail launch of Max & Ruby branded plush, apparel and sleepwear across its 650 stores. Nelvana has also signed on several new licensing partners, including Aurora (Master Plush Partner), Chouette (Publishing), Picture This (Apparel), Prime Party (Party Goods), Happy Threads (Apparel), and Jellifish (Sleepwear). In addition, Nelvana secured a partnership with Braums in the U.S. for a Max & Ruby QSR program that will roll out in January 2020.

"It's a momentous year for Max & Ruby as the brand reaches its 40th anniversary milestone," says Mellany Masterson, Head of Nelvana Enterprises, Nelvana. "Since its launch, the esteemed series captured the hearts and minds of preschoolers by helping children learn and understand the universal nature of sibling relationships through play. We're excited to welcome our amazing new partners to the Max & Ruby family and look forward to the brand's next 40 years!"

Nelvana, in collaboration with its Korean licensing agent Asiana Licensing Inc., has also brought on Eplis Co to represent and create Max & Ruby stationary items in Korea.

Further to its expanded licensing efforts, Nelvana is celebrating Max & Ruby's ruby anniversary through multiple consumer-facing initiatives, including the launch of custom-print apparel on Teespring earlier this year, a special Toddler Tuesday with Max & Ruby at Mall of America this November 26, 2019, as well as an exciting sweepstakes to be announced later this year on the Max & Ruby Official [Facebook](#) page.

Based on one of the most popular book series for preschoolers by award-winning author and illustrator, Rosemary Wells, *Max & Ruby* follows the hilarious, entertaining and mischievous adventures of siblings Max and his older sister Ruby. The series' seventh season recently launched on Treehouse in Canada and Nick Jr in the U.S. and has garnered over 593M views on YouTube worldwide. Based on the brand's online success, Nelvana has also recently launched a series of "Super Max" digital shorts on its [Treehouse Direct](#) YouTube channel.

For more information on Max & Ruby licensing opportunities, please contact Carly.Slack@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.



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About Corus Entertainment Inc.

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 35 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, Adult Swim, National Geographic, Disney Channel Canada, YTV, Global News, Globalnews.ca, Q107, Country 105, and CFOX. Visit Corus at www.corusent.com.

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