



NELVANA APPOINTS BLUE SOCKS MEDIA TO DISTRIBUTE ITS LIBRARY OF WORLD RENOWNED CHILDREN'S CONTENT IN AFRICAN TERRITORIES

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For Immediate Release

TORONTO, October 20, 2020 – Nelvana, a world-leading international producer and distributor of children's animated and live action content, today announced the appointment of Blue Socks Media, a Charlotte, NC-based rights management and distribution company, as its distribution partner in the continental African territory. Known for its global distribution and licensing success for the early childhood TV franchise, *Raggs*, Blue Socks Media will be responsible for the distribution of Nelvana's extensive catalogue of more than 4,400 episodes.

"We're excited to onboard Blue Socks Media to meet the increasing demand for premier children's content in Africa and further solidify Nelvana as a leader in best-in-class entertainment for kids and teens globally," said Mellany Masterson, Head of Nelvana Enterprises. "Blue Socks Media's established track record and invaluable expertise in this territory make them the perfect partner to extend Nelvana's worldwide reach and engage new audiences."

As part of the new partnership, Blue Socks Media will secure broadcast partners for Nelvana's premium content in the African territory, including its beloved, award-winning series *Babar*, *Franklin* and *Max & Ruby*, in addition to newer series *Ranger Rob*, *The Dog & Pony Show*, *Agent Binky: Pets of the Universe*, *Bakugan* and many more.

With 15 years of experience representing brands and catalogues in Africa, Durban-based Neill Warren, EVP Distribution and Licensing for Blue Socks, will head the team in the territory. Sales and marketing support will be coordinated through the Charlotte office by Toni Steedman, President, and Alex Anderson, Account Manager.

"With terrestrial and new media growing exponentially across Africa, our buyers are keenly aware that children and parents have a strong appetite for fresh, high quality and entertaining content," said Neill Warren, EVP Distribution and Licensing, Blue Socks. "Our early indication is that the exceptional Nelvana titles will be very, very well received!"

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About Nelvana

Entertaining kids for nearly 50 years, 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 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, Adult Swim, National Geographic, Disney Channel Canada, YTV, Global News, Globalnews.ca, Q107, Country 105, and CFOX. Visit Corus at www.corusent.com.

About Blue Socks Media

Blue Socks Media owns and manages children and tween TV brands, focusing on distribution and merchandising/licensing. The company was founded in 2006 by CEO, Toni Steedman, a former advertising executive and creator of Raggs, Blue Socks' hallmark brand. Raggs, the Emmy-award winning, musical preschool series about a rockin' band of five colorful pups, has a massive library of 195 episodes and 300 original songs, all in multiple languages. Raggs airs worldwide on free-to-air, digital and new media platforms, has an extensive merchandising and licensing program, and is the official host of the "Play at Palladium with Raggs" family entertainment program at six Grand Palladium mega-resorts in Mexico, the Caribbean and Brazil. Blue Socks' tween tech/v-sports series, Quinn & the Quips and Pup PI, a Raggs spinoff, are in pre-production.

For more information, go to BlueSocksMedia.com.

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