



CORUS ENTERTAINMENT DELIVERS AUDIENCES AN UNBEATABLE KIDS CHANNEL PORTFOLIO WITH REBRANDED NETWORKS

TELETOON Gets a 'Glow Up', Rebranding as Cartoon Network on Linear Platforms and STACKTV in Canada

Now Introducing New Channel Boomerang to the Corus Kids Family
Rebranded Networks Join Kids' Powerhouse Streaming Service
TELETOON+

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For Immediate Release

TORONTO, February 21, 2023 – Following the recent launch of [TELETOON+](#) as Canada's leading, multi-platform streaming service for kids, Corus Entertainment announced today the rebranding of two of its linear kids' television channels as it continues to evolve its offering of best-in-class kids content.

Beginning March 27, TELETOON is set to become **Cartoon Network**, an iconic kids brand known worldwide for delivering the biggest and best in animation. Corus also introduces a new kids television channel in Canada by relaunching the current Cartoon Network channel as **Boomerang**. Debuting in the Canadian market for the first time, but bringing with it scores of fans worldwide, the Boomerang brand stands for the best in retro content, classic animation series and foundational kids programming.

Modernizing and expanding Corus' catalogue of genre-defining entertainment across its portfolio, the rebrand to Cartoon Network and the launch of Boomerang, alongside TELETOON+, signals the next chapter in Canadian kids content – families and kids can engage with a variety of programming across linear and streaming platforms, live or on-demand.

TELETOON becomes Cartoon Network:

The TELETOON brand's legacy is marked by industry-leading animation across the country, shaping the landscape of children's entertainment for generations. After more than 25 years of delighting fans with hilarious hijinks and gut-busting antics, TELETOON is revamped as Cartoon Network. Cartoon Network will deliver flagship shows like *Total DramaRama* and classic TELETOON programming. Fans can expect exciting new series produced by Cartoon Network Studios, Warner Bros. Animation, and Corus' own Nelvana Studios – plus premieres of hit originals that include *Teen Titans Go!* and much more.

"Staying true to our loyal fans across generations has been our top priority as we reimagine the future of our kids' networks," said Jennifer Abrams, SVP Programming and Multiplatform, Corus Entertainment. "By partnering with Warner Bros Discovery Inc. and strengthening our portfolio of brands across linear platforms, STACKTV, and TELETOON+, we will usher Cartoon Network into a new stage of hilarious comedy and edge-of-your-seat action – all while keeping the TELETOON legacy alive in the digital space."



Cartoon Network's ethos will further champion Corus' values of inclusivity, acceptance, and most importantly, kindness.

Introducing Boomerang Network:

The current Cartoon Network channel will rebrand as Boomerang with a fresh on-air look that will perfectly present funny, timeless and uplifting entertainment for kids and their families to enjoy.

"The combination of Cartoon Network and Boomerang delivers the best in fun and exciting animated series mixed with a robust Video On Demand offering for young kids and tweens alike," said Drew Robinson, VP of Content Distribution, Corus Entertainment. "We're excited for subscribers to join us on our adventure as Corus continues to expand our streaming and PayTV footprint with TELETOON+ and STACKTV, building upon our dynamic portfolio of industry-leading kids channels for the whole family."

Kids Channel Programming Highlights:

Tune in to Cartoon Network on linear and STACKTV to enjoy familiar favourites like *Total DramaRama*, *The Amazing World of Gumball*, and *DC Super Hero Girls*. Also enjoy great new content including megahit *Animaniacs* season 3, the highly anticipated *Gremlins: Secrets of the Mogwai* and *My Adventures with Superman*. Additionally, viewers can watch all new episodes of *Teen Titans Go!*, *Craig of the Creek* and *We Baby Bears*.

Catch all of Boomerang's hit shows including *The Tom & Jerry Show*, *The Powerpuff Girls*, *Jellystone*, *Total Drama Island*, and more.

Viewers can stream the latest laugh-out-loud series on **TELETOON+** like *Teen Titans Go!*, *Looney Tunes Cartoons*, *Scooby-Doo! and Guess Who?*, *Batwheels*, and *Bugs Bunny Builders* – all available to subscribers via Amazon Prime Video Channels, Bell Fibe TV App and set-top-box, or Virgin Plus, for \$5.99 per month, following a 30-day free trial.

For more information, please visit: cartoonnetwork.ca and boomerang-tv.ca.

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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 33 specialty television services, 39 radio stations, 15 conventional television stations, digital and streaming services, animation software, technology and media services. Corus is an internationally-renowned content creator and distributor through Nelvana, a world class animation studio expert in all formats and Corus Studios, a globally recognized producer of hit scripted and unscripted content. The company also owns full-service social digital agency so.da, lifestyle entertainment company Kin Canada, leading 2D animation software supplier Toon Boom and children's book publishing house, Kids Can Press. Corus' roster of premium brands includes Global Television, W Network, HGTV Canada, Food Network Canada, Magnolia Network Canada, The HISTORY® Channel, Showcase, Adult Swim, National Geographic, Disney Channel Canada, YTV, Global News, Globalnews.ca, Q107, Country 105, and CFOX, along with streaming platforms STACKTV, TELETOON+, the Global TV App and Curiouscast. Corus is the domestic advertising representative and an original content partner for Pluto TV, a Paramount Company, which is the leading free ad-supported streaming television (FAST) service. For more information visit www.corusent.com.

About STACKTV



STACKTV is Corus Entertainment's premium multi-channel television streaming service that offers thousands of hours of exclusive hit content from 16 of Canada's top TV networks, all on one platform. All series, movies and specials that air on Global Television, Food Network Canada, HGTV Canada, W Network, The HISTORY® Channel, Adult Swim, Slice, Showcase, National Geographic, Lifetime, TELETOON (Cartoon Network), Treehouse, YTV, Disney Channel, Disney XD and Disney Junior are available to stream on STACKTV live and on demand with new content added daily. STACKTV is available via Amazon Prime Video Channels, FuboTV, Rogers Ignite TV and Ignite Streaming. For more information, visit stacktv.ca

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