



CORUS ANNOUNCES OFFICIAL LAUNCH SPONSORS FOR FLAVOUR NETWORK AND HOME NETWORK

Marquee Partners Include Hellmann's Mayonnaise, Pandora, and Think Turkey for Flavour Network, and The Brick and Rust-Oleum for Home Network

Additional Partners to be Announced in 2025



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For Immediate Release

TORONTO, December 11, 2024 – Corus Entertainment is proud to announce the official launch partners of Canada's rebranded lifestyle channels – **Flavour Network** and **Home Network**. **Hellmann's Mayonnaise, Pandora, and Think Turkey** for Flavour Network, and **The Brick** and **Rust-Oleum** for Home Network are confirmed as premiere sponsors ahead of the channel's launch on December 30, 2024. These brands join both networks' high-profile launches, appearing alongside their fresh programming line-ups, and leveraging Corus' multi-layered promotional strategy, beginning in December 2024 and extending throughout 2025.

"As the leader in lifestyle content, Corus' investment in these two refreshed, dynamic, and highly visible brands has created unique and meaningful opportunities for clients," said Mike Searson, Group VP, Local Revenue, Client Marketing and Creative Services, Corus Entertainment. "The brands who join us on this journey do so alongside the best lifestyle talent and an unparalleled programming lineup that remains principal to Corus' collaborative and thoughtful approach."

Hellmann's Mayonnaise joins Flavour Network as the channel's Official Condiment Launch Partner, with co-branded creative that will keep Hellmann's top of mind from January to April, leading up to BBQ season. Their significant partnership across all platforms includes linear, digital, and ConnectedTV (STACKTV and Global TV app). Canada's favourite mayonnaise extends their partnership into *Big Burger*



Battle, joining the newly greenlit series as its Official Mayonnaise. The commitment features in-show branded displays and product visuals and usage throughout the season, including two custom challenges inspired by Hellmann's Mayonnaise, as well as customized digital and social branded content.

As part of **Pandora's** sponsorship of Flavour Network, the jewelry brand will be featured in three hosted segments for *Flavour Network's In The Mix*, connecting to Valentine's Day, Mother's Day, and end of school graduation. Other short format media tactics will run into fall 2025. Viewers can catch Canadian icon and Pandora brand ambassador, Pamela Anderson on Flavour Network this Spring throughout Pandora's 'BE LOVE' campaign and her debut food series 'Pamela's Cooking With Love'.

Think Turkey bring a fresh taste to Flavour Network as an official partner of both the channel launch and of *Big Burger Battle*. Viewers will be encouraged to "do Turkey more often" with its year-long commitment featuring brand sell and sponsorship media on network, and in-show custom challenges and passive integrations within Corus' new food competition series.

The Brick continues its long-standing partnership with Corus' Lifestyle portfolio and will be integrated into multiple Home Network original programs, including *Beer Budget Reno* with Kristen Coutts, *Rentovation* with Natalie Chong, and *Life is Messy* with Kortney Wilson and Kenny Brain.

Rust-Oleum is elevating its partnership with Home Network by becoming a key player in *Beer Budget Reno*, *Rentovation*, and *Scott's Vacation House Rules* with Scott McGillivray and Debra Salmoni. Viewers will see Rust-Oleum's innovative products like Colour Spark, RO Home Transformation Kits, and Tremclad Turbo seamlessly integrated into these exciting original series. The partnership kicks off with extensive brand media coverage and runs through May 2025, amplified by a co-branded short-form media campaign. In a dynamic collaboration with Corus, Rust-Oleum is also joining forces with *Beer Budget Reno's* Kristen Coutts, who will star in three engaging 15-second vignettes aired across Home Network, plus custom content created by Kristen for her personal social channels.

Viewers can learn more about the rebranded lifestyle networks by visiting FlavourNetwork.ca and HomeNetwork.ca. Flavour Network and Home Network will replace the current channel position of Food Network Canada and HGTV Canada on December 30, 2024. Customers can contact their service provider for more details. Flavour Network and Home Network will be available for free preview for two months, from January 3 – February 28, 2025. Viewers will also be able to stream full episodes from both networks on STACKTV.

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About Corus Entertainment Inc.

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 32 specialty television services, 37 radio stations, 15 conventional television stations, digital



and streaming platforms, and social digital agency and media services. Corus' roster of premium brands includes Global Television, W Network, Flavour Network and Home Network (launching soon), The HISTORY® Channel, Showcase, Adult Swim, National Geographic and Global News, along with streaming platforms STACKTV, TELET00N+, the Global TV App and Curiouscast. Corus is also 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. Corus is an internationally-renowned content creator, producer and distributor through Corus Studios and Nelvana. For more information visit www.corusent.com.

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