

For Immediate Release

CORUS WELCOMES CHRISTOPHER MERCER AS SENIOR VICE PRESIDENT, MEDIA SALES AND SOLUTIONS

Barb McKergow announces upcoming retirement from Corus

TORONTO, August 13, 2025 – Corus Entertainment Inc. (“Corus” or the “Company”) (TSX: CJR.B) announced today the appointment of Christopher Mercer as Senior Vice President, Media Sales and Solutions effective September 3, 2025 following the retirement, from Corus, of Barb McKergow, Senior Vice President, Advertising later this fall.

Mercer joins the Company with over two decades of leadership experience in sales and marketing, digital transformation, and brand strategy within the media, telecommunications, and technology sectors. Most recently, Christopher held marketing and revenue operations leadership roles at TELUS Health after the acquisition of LifeWorks, where he was Chief Marketing Officer. He also held significant sales and marketing leadership roles at other major Canadian telecommunications and broadcasting companies, where he directed growth teams across television, radio, digital, cable, and wireless.

Mercer has also worked extensively with large, domestic and multi-national companies and advertisers, garnering exceptional abilities to develop innovative solutions that drive brand, customer and revenue growth. He has experience not only in marketing and advertising well-known brands but launching new ones, including bringing digital platforms to market.

“I am thrilled to welcome Christopher as Senior Vice President, Media Sales and Solutions,” said John Gossling, Chief Executive Officer, Corus Entertainment. “As we look ahead to our exceptional fall schedule, Christopher’s track record of growth and innovation in media, combined with the skills and commitment of our teams, will help us, and our clients, drive growth and results.”

“I also want to thank Barb for her many contributions over her long and successful career at Corus, which include building deep relationships within our company, with our clients and throughout the industry,” said Gossling. “While we will miss Barb’s energetic leadership, we are happy for her as she embarks on the next phase of her career.”

McKergow’s career with Corus began in 2002 at CanWest as a Sales Manager and she has since held various roles within the Company, including leading the national and digital sales teams, and ultimately leading Corus’ entire sales team since 2024. McKergow will stay on at Corus to support the transition until mid-October.

-30-

About Corus Entertainment Inc.

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that develops, delivers and distributes high quality brands and content across platforms for audiences around the world. Engaging audiences since 1999, the company’s portfolio of multimedia offerings encompass 30 specialty television services, 36 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, Home Network, The HISTORY® Channel, Showcase, Slice, Adult Swim, National Geographic and Global News, along with streaming platforms STACKTV, TELETOON+, the Global TV App and Curiouscast. For more information visit www.corusent.com.



For further information, please contact:

Investor inquiries:

Heidi Kucher
Director, Investor Relations
Corus Entertainment Inc.
Heidi.Kucher@corusent.com

Media inquiries:

Melissa Eckersley
Head of Corporate Communications & Relations
Corus Entertainment Inc.
Melissa.Eckersley@corusent.com