



November 9, 2010

Hasbro Studios and Corus Entertainment's Kids Networks Reach Broad Animation and Live-Action Programming Agreement

First of Many Global Output Deals for Year-Old Television Production and Distribution Division of Hasbro

LOS ANGELES, Nov 09, 2010 (BUSINESS WIRE) -- Hasbro Studios, the Los Angeles-based production and distribution division of [Hasbro, Inc.](#) (NYSE:HAS), has reached a comprehensive programming and marketing agreement with Canada's leading kids and family TV broadcaster, Corus Entertainment.

The agreement covers a broad range of Hasbro Studios-produced series on Corus Entertainment's kids services: YTV, Treehouse, Nickelodeon (Canada), TELETOON* and TELETOON Retro*. It includes the anticipated series *Transformers Prime*, *My Little Pony Friendship is Magic*, *G.I. Joe Renegades*, *The Adventures of Chuck and Friends* and *Pound Puppies*.

"Our partnership with Corus' kids networks marks the first of many distribution agreements that are designed to expand the Hasbro television programming brands around the world," Stephen Davis, President of Hasbro Studios, said. "We are delighted to be in business with Corus, renowned for its highly targeted television brands, strong partnerships and compelling content."

"We're very excited to be able to offer our viewers the terrific line-up of Hasbro programs across our many Corus' kids platforms. Hasbro has always been a great partner and we look forward to growing that relationship," said Ted Ellis, Vice President, Kids/Family Programming, Corus Television.

About Corus Entertainment Inc.

Corus Entertainment Inc. is a Canadian-based media and entertainment company. Corus is a market leader in specialty television and radio with additional assets in pay television, television broadcasting, children's book publishing and children's animation. The company's multimedia entertainment brands include YTV, Treehouse, Nickelodeon (Canada), W Network, CosmoTV, VIVA, Sundance Channel (Canada), Movie Central, HBO Canada, Nelvana, Kids Can Press and radio stations including CKNW, CFOX, CKOI, 98.5 FM, Q107 and 102.1 the Edge. Corus creates engaging branded entertainment experiences for its audiences across multiple platforms. A publicly traded company, Corus is listed on the Toronto (CJR.B) exchange. Experience Corus on the web at www.corusent.com.

* TELETOON Canada inc. is owned by Corus Entertainment (50%) and Astral (50%).

About Hasbro Studios: Hasbro Studios is the Los Angeles-based production division of Hasbro, Inc. (NYSE: HAS). The "virtual" studio develops and produces shows based on Hasbro's world class brands, including TRANSFORMERS, MY LITTLE PONY and GI JOE; delivers new branded content; and produces programs from top third-party content creators. Many of these shows will run on The HUB, the new television network starting 10.10.10 that was created by the joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), as well as on multiple channels in international markets.

SOURCE: Hasbro

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