



## **VIVENDI**

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## **ENTERTAINMENT**

### **NELVANA AND VIVENDI ENTERTAINMENT ENTER INTO HOME ENTERTAINMENT AND VOD LICENCE AGREEMENT FOR NEW BEYBLADE SERIES**

(September 28, 2010 – Universal City, California) – Nelvana Enterprises has entered into a North American licensing agreement with Vivendi Entertainment for home entertainment and digital downloading for the new animated series BEYBLADE: Metal Fusion.

Content will include an initial 51 episodes in 7 DVD releases with Volume 1 available on November 9, 2010, in English, French and Spanish at retail outlets across North America.

BEYBLADE: Metal Fusion, from Nelvana and d-rights Inc., offers a fresh take on the original hit BEYBLADE with new characters competing for dominance with their spinning Beyblade tops, battling against an evil organization, The Dark Nebula. The new series is a unique mix of 2D animation and battle scenes with the tops spinning in CGI animation. It airs on YTV in Canada and Cartoon Network in the U.S. and is set to launch in the U.K., Europe and beyond in the coming year.

In 2001, the original BEYBLADE series was introduced to the world. It became an international hit - the show aired in over 100 countries around the world and merchandise revenues exceeded US\$500 million with over 400 licensing partnerships worldwide. It was the number one toy in U.S., Canada, Mexico, Australia, New Zealand, France, UK, and Germany in 2002 and 2003.

The companion toy line for the new series is again one of the most popular toys in Japan, already selling over 24 million tops and accessories since the 2008 re-launch by Tomy Company, Ltd. Hasbro, Inc. has been appointed the master toy licensee for most international markets outside of Asia and the toy line will be distributed widely and is already on shelves in Canada and the U.S.

“We are pleased to be partnering with Vivendi on the North American home entertainment and VOD launch for the new Beyblade series, which we are anticipating will be as successful as the original Beyblade that took the world by storm a few years back,” said Peter Maule, Vice President, Worldwide Home Entertainment and Licensing, The Americas, Nelvana Enterprises.

“Vivendi is thrilled to partner with Nelvana on BEYBLADE: Metal Fusion,” commented Yolanda Macias, Executive Vice President Acquisitions & Business Development, Vivendi Entertainment. “And we’re especially excited to bring young fans the next evolution in the BEYBLADE saga.”

#### About Nelvana Enterprises:

Nelvana Enterprises is owned by Corus Entertainment Inc., 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](http://www.corusent.com).

#### About d-rights, Inc.:

d-rights Inc. is a 100% owned subsidiary of Mitsubishi Corporation, one of the world’s biggest general trading company, handling entertainment content for a variety of Media, offering services in every aspect

of content business including production, rights management, financing and merchandising. Check our properties at <http://www.d-rights.com>.

#### About Vivendi Entertainment

Vivendi Entertainment is a full service independent film, television, DVD and digital distribution company operating in the United States and Canada. Representing a vast range of genres including action, comedy, urban, family, Latino, sports and stand-up comedies, Vivendi Entertainment has become a favorite distribution partner for independent content providers. The company has built an extensive catalog of over 3,000 titles, and its customer-centric business model was founded on the principles of collaboration and financial transparency. The company provides sales, marketing, and distribution services to many of the home entertainment industry's most prestigious brands including: The Weinstein Company, World Wrestling Entertainment, National Geographic, Classic Media, RHI, Shout! Factory, Salient, and Code Black. Vivendi Entertainment is a division of Universal Music Group Distribution, the award-winning sales, marketing and distribution arm of Universal Music Group, the world's leading music company.