

NBCUNIVERSAL INTERNATIONAL AND CORUS ENTERTAINMENT INCREASE STAKES IN KIDSCO

*NBCUniversal acquires majority stake in the international children's
channel*

Hendrik McDermott confirmed as Managing Director

LONDON – 14 May 2012 – NBCUniversal International today announced the acquisition of a controlling 51 percent stake in international children's channel, KidsCo, in partnership with existing shareholder and content supplier Corus Entertainment, who also increased its equity in the channel to 43.8 percent. The announcement was made by Kevin MacLellan, President, International Television, NBCUniversal and Doug Murphy, President, Corus Television.

Cookie Jar will exit the joint venture after five years in order to expand and develop their business outside the KidsCo partnership, prompting NBCUniversal and Corus Entertainment to acquire Cookie Jar Entertainment's minority stake.

Cookie Jar has entered into a new multi-year content licensing agreement to provide high-quality children's programming for KidsCo's channels worldwide, thereby assuring KidsCo's existing programming schedules.

The newly configured KidsCo will be led by Hendrik McDermott as Managing Director, having served as interim MD since November 2011.

KidsCo is committed to expanding and enhancing its content offering to increase its global subscriber base and continue to deliver high quality entertainment to the whole family with its safe, non-violent and light-hearted content.

"We see a very bright future for children's television internationally and believe our highly valued partnership with Corus well positions KidsCo to compete strongly in this market. Hendrik will provide clear operational leadership and will be focused on implementing innovative strategic and technical opportunities to grow the content and distribution base of the company," said Kevin MacLellan.

"KidsCo has become synonymous with quality, family-friendly entertainment, and Corus is excited to deepen our partnership with NBCUniversal to help grow the KidsCo business and build on its already strong international reputation as a diverse and dependable entertainment destination," added Doug Murphy.

About KidsCo:

KidsCo was launched in September 2007 originally as a joint venture between NBCUniversal International (Sparrowhawk), Corus Entertainment Inc. (Nelvana) and Cookie Jar Entertainment (DIC). In the past five years, KidsCo has grown into a widely distributed global children's television network serving children and families globally in 18 languages via cable, satellite and IPTV channels. KidsCo offers a rich range of responsible content for pre-schoolers, kids and families sourced from across the globe and in a variety of animation styles.

About NBCUniversal:

NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. Comcast Corporation owns a controlling 51% interest in NBCUniversal, with GE holding a 49% stake.

About Corus Entertainment:

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), ABC Spark, W Network, OWN: Oprah Winfrey Network (Canada), CosmoTV, Sundance Channel (Canada), Movie Central, HBO Canada, Nelvana, Kids Can Press and radio stations including CKNW AM 980, 99.3 The FOX, Country 105, 630 CHED, 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 Stock Exchange (CJR.B). Experience Corus on the web at www.corusent.com.

#

Contacts:

Clint Hayashi, NBCUniversal International
clint.hayashi@nbcuni.com
+44 (0) 203 618 6621

Diana Pitt, Publicist, Corus Entertainment
diana.pitt@corusent.com
+1 (416) 479-6678