



For Immediate Release

**VIVENDI ENTERTAINMENT AND NELVANA ENTERPRISES ENTER LICENCE
AGREEMENT FOR BAKUGAN HOME VIDEO IN CANADA**

Bakugan Craze Continues With August 26th DVD Release

TORONTO, June 17, 2008 – Vivendi Entertainment Canada and Nelvana Enterprises announced today they have entered into an exclusive home video licence agreement for the *Bakugan* franchise in Canada. The announcement was made today by Iain Taylor, Vice President, Sales and Acquisitions, Vivendi Entertainment Canada and Peter Maule, Vice President, Worldwide Home Entertainment and Digital Media, Nelvana Enterprises. The agreement between the two leading companies will kick off with the August 26th, 2008, release of the first episodes of *Bakugan* on DVD in Canada.

From the Japanese words “baku” meaning “to explode” and “gan” meaning “sphere”, Bakugan are small spheres from a far-off universe that morph into powerful warriors. Dan and his friends are charged with using their Bakugan Battle Brawling skills to save all of mankind. The action-adventure series, aimed at boys aged 6 to 12, is already a broadcast and consumer products phenomenon across North America.

The series is a co-production from Nelvana Enterprises, Spin Master Ltd., Sega Toys Ltd., TMS Entertainment, Ltd., Japan Vistec Inc. and Sega Corporation, with animation by Japan Vistec Inc. and TMS Entertainment, Ltd. The companion toy line from Spin Master Ltd. features collectible Bakugan spheres that transform into “battle brawling” action figures when rolled onto special game cards.

“We are delighted to be partnering with Peter and the Nelvana team to bring the Bakugan series to life on DVD in Canada,” commented Iain Taylor. “Nelvana is a leading producer of children's entertainment in Canada and we are proud to be a part of the Bakugan phenomenon.”

“Nelvana is thrilled to embark on a new and first-time partnership with Vivendi in Canada,” added Peter Maule. “They have strong genre-specific expertise and direct-to-retail distribution, as well as the enthusiasm for cross-promotions with other Bakugan licensees, which will help ensure that Bakugan becomes a favorite brand for kids in Canada.”

The series currently airs on TELETOON in Canada weekdays at 7:30 a.m. ET/PT, Sundays at 3 and 3:30 p.m. ET/PT, with a new episode airing on Sundays at 10:30 a.m. ET/PT.

About Nelvana Enterprises

With a focus on delivering quality branded entertainment as well as providing distribution and merchandise licensing opportunities on multiple platforms, Nelvana Enterprises oversees new media partnerships, global broadcast, DVD and video-on-demand sales, and consumer products licensing internationally for animated properties from Nelvana Studios and select production partners. Nelvana Enterprises stable of award-winning and globally renowned brands include literary classics *Babar* and *Franklin* as well as new shows such as *Ruby Gloom* and *Di-Gata Defenders*. 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, advertising and digital audio services, television broadcasting, children's book publishing and children's animation. The company's multimedia entertainment brands include YTV, Treehouse, W Network, Movie Central, Nelvana, Kids Can Press and radio stations including CKNW, CKOI and Q107. Corus creates engaging branded entertainment experiences for its audiences across multiple platforms. A publicly traded company, Corus is listed on the Toronto (CJR.B) and New York (CJR) exchanges. Experience Corus on the web at www.corusent.com.

About Vivendi Entertainment Canada (VEC)

Vivendi Entertainment Canada, a division of Universal Music Canada, provides producers and independent studios the full array of distribution services. Vivendi Entertainment Canada represents a vast range of genres including action, comedy, drama, anime, family, TV on DVD, documentary, fitness and sports. Vivendi has been a favourite choice of independent content providers. Vivendi has built an extensive catalogue of over 2,000 titles and its customer-centric business model was founded on the principles of collaboration and financial transparency.

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