



## THE SKY IS NEVER THE LIMIT AS STORM HAWKS TAKES FLIGHT ON YTV

### New Kids Series Rolls Out with Internet Streaming, VOD, SVOD, VOD Mobile and a Toy Partnership with Spin Master

(June 12, 2007 – Toronto, Canada) **Corus Entertainment's YTV** and Vancouver-based **Nerd Corps Entertainment** have teamed up on the new original series **Storm Hawks**. The 3D-animated series will launch on mobile, online and on-demand prior to its broadcast premiere this September.

Beginning **Wednesday, August 1**, until its exclusive Canadian broadcast debut, a free preview of the one-hour premiere episode will be available on YTV Spotlight, the Rogers YTV On Demand service, as well as online at **YTV.com**.

"With its strong production value and appealing storyline, *Storm Hawks* is a great example of the kind of exceptional programming viewers have come to expect from YTV," said Scott Dyer, Executive Vice-President and General Manager, Kids, Corus Entertainment. "We believe that building strong creative partnerships with our production partners – from the planning stage through to completion – leads to great content served up on a range of platforms to captivate and excite viewers."

"We are very excited to have a broadcast partner like YTV backing this show," says Nerd Corps Supreme Commander and series creator Asaph Fipke. "Corus had the foresight to support the development of *Storm Hawks* across a range of platforms from day one, since they share our belief that kids want to have an innovative experience absolutely everywhere. They've been instrumental in bringing a great Canadian-made property to the world both online and on-air."

*Storm Hawks* follows five mismatched teens armed with high-octane transforming flying motorcycles. They dog-fight the nastiest villains ever to hit the skies and anyone who dares to try and clip their wings is heading for a serious tailspin!

Trailers, online games, character bios and streaming episodes will roll out this summer on the *Storm Hawks* website and YTV.com, which received the support of the **Bell Broadcast and New Media Fund**. Leading up to the launch, Storm Hawk gliders created by master toy company Spin Master Ltd., will be given away to kids during YTV's cross-country *WOW!* tour.

With 52 half-hour episodes, *Storm Hawks* will make its debut with a one-hour special in its regular timeslot on **Saturday, September 8 at 10 a.m. ET/PT** in YTV's hosted cartoon block **Crunch**.

YTV, Canada's number one youth network, is seen in over eight million homes across Canada. As a major force in Canadian kids' entertainment, YTV has triggered over \$988 million in Canadian independent production; developed a website that averages over 90 million monthly page views; published a successful kids' magazine, *Whoa!* and conducts a highly respected annual survey, *The YTV Tween Report*.

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

Nerd Corps Entertainment is a full service property development and animation studio based out of Vancouver, Canada. Formed in 2002, the company's primary objective is to break free from the preconceived boundaries of 3-D animation in order to produce stylistically innovative animated projects—from concept all the way to final delivery—based on a solid foundation of great storytelling. An industry rarity in its ability to deliver on every aspect of franchise creation, Nerd Corps is poised to emerge as one of the premier animation property developers and producers in the field. Working in a state of the art studio with more than 80 highly skilled artists and production staff, the company is well equipped to provide creative input, expertise and execution on all aspects of the development and production of film and television properties, including promotional materials and creative services for merchandising and licensing partners. For more information go to [www.nerdcorps.com](http://www.nerdcorps.com).

**All times ET/PT**

For more detailed information and images, please visit the Corus Press Room at <http://pressroom.corusent.com>.

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