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NELVANA SELECTS SMARTJOG'S FULL-SERVICE MEDIA SOLUTIONS

01/15/07

(NATPE - Las Vegas Nevada) – **Nelvana**, one of the world's leading international producers and distributors of children's animated programming, has selected **SmartJog's** full-service media solutions to simplify its international sales and distribution of their programming. With clients in 160 countries, many of which are connected to the SmartJog network, Nelvana has chosen SmartJog's digital delivery method as one of the ways to help facilitate their customer servicing needs.

The relationship between Nelvana, owned by Toronto's Corus Entertainment Inc., and SmartJog initiated as a way to showcase its animation productions with the SmartScreenings service from SmartJog. This service attracts thousands of buyers from 150 global stations everyday to screen the catalogs from hundreds of distributors. Today, Nelvana has added over 40 productions to the service in order to market and distribute screening copies of the titles to current and prospective clients.

Nelvana's confidence in SmartJog's secure independent network has led to the usage of other SmartJog services including SmartDelivery. With SmartDelivery, Nelvana can service their international clients by sending master material directly to a broadcast station or dubbing facility's SmartJog server for direct upload to their play-out system or ingest into a non-linear editing machine for versioning. The high-speed transfer using satellite connectivity allows Nelvana to save costs on customs and duties and allows the client to receive the media for the fastest possible turnaround.

"From the beginning we selected SmartJog as a strategic partner to reinvent our sales and distribution logistics. We've made great progress and expect to be a lead partner with SmartJog as they evolve their technologies and distribution" said Doug Murphy, President, Nelvana Enterprises.

"It would ideal if we could invite our many broadcast and home video partners to enquire about **getting a SmartJog server to connect to the network**. It's a great way to save money and improve sales," he added.

As the leader in fast, secure digital delivery of entertainment media worldwide, SmartJog guarantees the integrity of every file sent across the network. The transfer time of exchanging media is dramatically reduced with SmartJog as well as associated risk since the workflow remains 100% tapeless. "SmartJog prides itself on providing practical digital delivery solutions for companies like Nelvana," said Joe DiBianca, Director of Sales at SmartJog. "Working together with our clients to create and implement these solutions is what gives SmartJog its edge within the entertainment industry."

About Corus Entertainment Inc.

Nelvana 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 SmartJog

www.smartjog.com

SmartJog provides a global distribution and file transfer platform to facilitate the entertainment industry transition to digital by replacing physical logistics with electronic intermediation via a secured network. SmartJog's network continues to grow with over 3,000 members globally in broadcasting, post-production, motion picture and TV distribution. With offices in Paris and LA, SmartJog ensures 24/7 supervision and integrity of service. SmartJog was created in 2002 and is a subsidiary of TDF, a leading operator and provider of audiovisual, new media and broadband services to Radio, TV and telecom operators based in Paris.

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