



## NELVANA ENTERPRISES AND PUFF TV OFFER THE BACKYARDIGANS IN VOD

(September 25, 2007 – Toronto, Canada) **Puff TV Ltd.**, a pre-school interactive video-on-demand (VOD) channel based in Tel Aviv, has signed a VOD deal with **Nelvana Enterprises** for ***The Backyardigans***, **Nickelodeon Jr.**'s and Nelvana's hit co-production. The series will be an additional offering from Puff TV channel's extensive VOD catalog.

The deal covers 40 episodes available to a number of major Western European territories, including France, Germany, Italy, Spain, Belgium and the Netherlands, as well as to Israel, Hong Kong and Taiwan. *The Backyardigans* is already a favourite with kids and families around the world, airing on Nick Jr. and other broadcast channels.

The Backyardigans are five adorable friends who put their imaginations together to turn their backyards into fantastical settings as they sing and dance their way through epic adventures. Each CGI-animated show has original music and choreography, performed by real dancers whose movements are then recreated in animation. The stories are inventive and fun, often containing an element of mystery or intrigue.

"*The Backyardigans* is definitely a leading series that will boost our Puff TV awareness in our target markets," said Yuval Kalati, VP Content at Puff TV. "With the Puff TV channel, children will be able to play and interact with their favourite characters for the first time through VOD".

"We are excited to team up with Puff TV to launch *The Backyardigans* on VOD. The popularity of the series continues to build and its availability on VOD will only add to its growing international appeal," said Doug Murphy, President, Nelvana Enterprises.

### **About Puff TV Ltd.**

Founded in 2005, Puff TV is the world's first iVOD (interactive VOD) TV channel for babies and pre-school children and a leader in its niche. With Puff™, children and their parents can order on-demand TV shows and movies, play games designed especially to develop reading, problem-solving, math and creative abilities, listen to stories, and sing-along karaoke style favorite songs. The Puff™ concept is built by industry experts, children's psychologists and GUI specialists that have vast experience with pre-school children's curriculum and behavior. For more information please visit <http://www.puff-tv.com>

### **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](http://www.corusent.com).

For more information, please contact:

**Diana Pitt**  
**Nelvana Enterprises**  
**416-530-2801**  
**[diana.pitt@corusent.com](mailto:diana.pitt@corusent.com)**

**Erez Lahav**  
**Puff TV Ltd.**  
**+972.3.613.2501 (Tel Aviv)**  
**[erez@puff-tv.com](mailto:erez@puff-tv.com)**