



Corus Unveils the Most Advanced Broadcast Facility in North America

New integrated digital model revolutionizes broadcast and content operations

(Toronto – September 28, 2010) **Corus Entertainment** today announced the official opening of **Corus Quay** – the Company's new Canadian headquarters built on Toronto's waterfront. Corus Quay integrates advanced digital technologies and automated systems that transform Corus' broadcast and content businesses making Corus Quay North America's most advanced broadcast facility and Toronto's smartest building.

Corus has implemented an integrated approach to the management of its broadcast and content creation systems. Corus Quay's innovative use of technologies delivers a highly efficient, digital infrastructure which can provide a full range of content offerings on multiple platforms to Corus' customers. Its insightful design creates a collaborative work environment, as well as an environmentally responsible facility. [See Corus Quay Technological and Operational Infrastructure Appendix]

"Corus Quay gave us the opportunity to transform the operational and technological processes that underpin our business," said John Cassaday, President and CEO, Corus Entertainment. "Our fully integrated digital infrastructure provides Corus with the agility to respond to our customers needs in a changing marketplace. Corus Quay will also allow us to efficiently leverage all future growth opportunities."

"With a fully integrated and 100% digital infrastructure, Corus is more prepared than anyone for a digital world because it can deliver content to distributors in any format for any platform with equal speed and efficiency," said Marcos Gonzalez-Flower, Global Head, Media Consulting, Siemens IT Solutions and Services, Inc.

With Corus Quay, the Company has successfully consolidated its Toronto-based operations from 11 distinct locations, including 24 television services, three Toronto radio stations and over 1,100 employees into one facility. Not only does Corus Quay house all current operations, its efficient configuration allows for up to three times as many services to be delivered from the facility.

In addition to enhancing Corus' technical capabilities, Corus Quay offers an open concept office space that creates a collaborative and innovative work environment. The facility is also environmentally advanced and has targeted LEED® Gold Certification. Corus Quay features a significantly reduced power signature, a five-storey bio wall for air filtration, a green roof and energy efficient lighting. Corus Quay uses low-flow water fixtures and re-used rainwater to reduce water consumption. To encourage employees to use non-carbon generating forms of transportation, Corus Quay provides an underground storage facility for more than 70 bicycles.

Corus Quay was developed by Toronto Port Lands Company, formerly known as the City of Toronto Economic Development Corporation (TEDCO) and will be owned and managed by Build Toronto Inc. Designed by world-renowned architect Jack Diamond of Diamond and Schmitt Architects, with interiors by the award-winning firm Quadrangle Architects Limited, it is the anchor project in the revitalization of East Bayfront, bringing life, energy and business opportunities to Toronto's waterfront.

For a video of the Corus Quay build click here:

http://stream1.corusent.com/TV/corus/corus_quay/corus_quay_building.wmv

For images of the finished building click here:

http://stream1.corusent.com/TV/corus/corus_quay/corus_quay.html

About Corus Entertainment Inc.

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), W Network, CosmoTV, VIVA, Sundance Channel (Canada), Movie Central, HBO Canada, Nelvana, Kids Can Press and radio stations including CKNW, CFOX, CKOI, 98.5 FM, 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 (CJR.B) exchange. Experience Corus on the web at www.corusent.com.

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Appendix

Corus Entertainment Inc.

Corus Quay Technological and Operational Infrastructure

Corus Quay has created a unique opportunity for Corus Entertainment to rethink and re-engineer the operational processes that underpin the broadcast and content business. Corus has been preparing for this opportunity for more than five years and has selected products, systems, and processes that are consistent with the Company's goal to make Corus Quay the smartest building in Toronto.

Broadcast Business Management System

A revolutionary approach to the management of Corus' television broadcast systems is at the heart of the Corus Quay transformation. An extensive review, design, and implementation project, led by [Siemens IT Solutions and Services, Inc.](#), has selected products and vendors that are on the leading edge of broadcast technology. [Pilat Media](#), a UK-based company, is providing the central business management software that will unite the Company's networks under a common scheduling infrastructure. This system also integrates non-linear activities, ensuring that Corus can provide the full range of media experiences to its distribution partners, so that they in turn can meet the needs of their customers. [Pharos Communications](#) has provided their Mediator software to manage the content processes from receipt to delivery, including quality control, packaging, and preparation for broadcast. This system is largely automated and allows for the efficient operation of the broadcast centre. Actual broadcast is via [Omnibus iTX](#), owned by [Miranda](#) (another Canadian company), using their unique file-based and IT-based systems. These broadcast systems use commodity computers rather than expensive specialized broadcast equipment, and allow for easy upgrade, reconfiguration, and substantially reduce the cost of new channels. All channels in this system will be ready for broadcast in high definition at inception.

The combination of these technologies is unique in Canada and in the world, and is key to ensuring that Corus continues to remain a leader in the industry and a great partner to its customers and clients.

Enterprise Content Management

Canadian company [Open Text](#) is providing both document management as well as digital asset management. The [Open Text ECM Suite](#) (formerly known as Live Link) is the underpinning of an integrated document management system. Prior to the move, much of Corus' paper documents were categorized, scanned, and entered into this system for efficient storage and easy retrieval. Siemens is also implementing Open Text's digital asset management software, [Artesia](#), at the heart of Corus' new broadcast system and provides desktop browse and edit for Corus' clients, both internal and external.

Converged Infrastructure

[HP](#), the world's largest technology company, delivered on its HP Converged Infrastructure portfolio to complete the successful consolidation and migration of multiple data centres to the new Corus Quay facility. HP ProLiant BladeSystem and HP StorageWorks technology now provide improved performance with reduced power and in less space. Using HP Virtual Connect wire-once technology, Corus can now easily add, move and change servers connected to local area networks (LANs) and storage area networks (SANs) without rewiring. With over two petabytes of storage, Corus has optimized storage use and management of its data capacity needs.

Virtualized Server & Desktop Architecture

Through ongoing work with [Siemens IT Solutions and Services, Inc.](#), Corus has consolidated its computer systems, using virtualization technology, reducing the number of servers required by more than 90%. In addition to reducing maintenance costs, this creates a significant cost savings on electricity, measured to be more than 40% at Corus Quay overall.

Corus has also implemented virtualization technology for its user desktops, allowing mobility (staff can transfer their computer to other location such as meeting rooms) and significant cost savings.

Communications

Corus selected communications and networking products from world leader Cisco, including a high capacity unified network, fibre-based distribution and more than 150 wireless access points spread throughout the building. VOIP phones are used exclusively. Cisco Telepresence units are found in Toronto and other Corus locations across Canada to reduce travel costs and encourage face-to-face meetings whenever possible.

Training and Education

Corus U, and its associated staff learning programs have always been an important part of Corus. Corus Quay provides excellent facilities, large enough to accommodate 60+ individuals in a classroom setting and up to 30 in a computer training setting, utilizing the SMART board technology from Calgary-based SMART Technologies.

Collaboration and Community

Corus uses its intranet for process management and information exchange, and is launching an updated version at Corus Quay that provides a more focused social network for collaboration, and paperless workflows for common HR and management activities (such as document approval and form completion). The consolidated operations will increase social and business connectivity for all employees across Canada.

Audio Visual

An extensive audio visual network, designed by Applied Technologies of Toronto using Barco display products, provides branding opportunities throughout the space. A 12x4 monitor wall in the Orientation area, a large screen LED monitor in the Atrium, a strip of monitors (1x25) in the Hub space, and additional monitors throughout the building provide unprecedented communication and branding opportunities for both staff, customers, and visitors to Corus Quay.

Lighting Systems

Corus selected an innovative lighting control system Fifth Light, a Canadian company based in Oakville, to provide dimmable, energy efficient fluorescent lighting controls. Each of more than 4,000 lights at Corus Quay is individually controllable, typically by schedule, by occupancy sensors, or by daylight harvesting sensors (that match the brightness of the lights to maximize the use of sunlight). Digital control panels found throughout the building enable lights to be easily adjusted, controlled by the internet and through each desktop phone. This provides unprecedented light control and energy efficiency.