



ENTERTAINMENT

CORUS ENTERTAINMENT INC.

**NOTICE AND
MANAGEMENT INFORMATION CIRCULAR**

**FOR THE
ANNUAL MEETING
OF SHAREHOLDERS
JANUARY 10, 2012**

CORUS ENTERTAINMENT INC.

NOTICE OF ANNUAL MEETING OF SHAREHOLDERS

NOTICE IS HEREBY GIVEN that the Annual Meeting of Shareholders (the "Meeting") of CORUS ENTERTAINMENT INC. (the "Company") will be held at the Corus Entertainment Inc. Executive Offices: Corus Quay, 25 Dockside Drive, Toronto, Ontario, M5A 0B5, Canada, on Tuesday, the 10th day of January, 2012, at 2:00 p.m. (Eastern Time) for the following purposes:

1. to receive and consider the audited consolidated financial statements of the Company for its financial year ended August 31, 2011, together with the report of the auditors thereon;
2. to fix the number of directors, within the minimum and maximum number, at 10;
3. to elect directors for the ensuing year;
4. to appoint auditors for the ensuing year and authorize the directors to fix the auditors' remuneration; and
5. to transact such further and other business as may properly be brought before the Meeting and any adjournment(s) or postponement(s) thereof.

A copy of the Management Information Circular accompanies this Notice. Details of all matters proposed to be put before the Meeting are set forth in the accompanying Management Information Circular. Copies of the Company's 2011 Annual Report, which includes its audited consolidated financial statements for the fiscal year ended August 31, 2011 and the Company's current Annual Information Form may be obtained by writing to the Company at the following address: Corus Entertainment Inc., Corus Quay, 25 Dockside Drive, Toronto, Ontario, M5A 0B5 or by visiting the Investor Relations section of the Company's website at www.corusent.com.

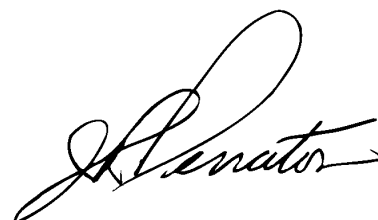
Only Class A participating shareholders of record at the close of business on November 15, 2011, will be entitled to vote at the Meeting, except to the extent that a shareholder of record has transferred any shares after that date and the transferee of such shares establishes proper ownership and requests, not later than 10 days before the Meeting, that the transferee's name be included in the list of shareholders entitled to vote at the Meeting.

Class A participating shareholders who do not expect to attend the Meeting in person are requested to complete the accompanying proxy and mail it to CIBC Mellon Trust Company c/o Canadian Stock Transfer Company Inc., P.O. Box 721, Agincourt, Ontario, M1S 0A1, so that it will be in the possession of the Company not later than 48 hours (excluding Saturdays, Sundays and holidays) before the time fixed for the Meeting or an adjournment or postponement thereof, to be used at the Meeting or an adjournment or postponement thereof. A self-addressed envelope is provided for this purpose.

Holders of Class A participating shares of the Company will be entitled to vote separately as a class on any resolution put forward at the Meeting. Holders of Class B non-voting participating shares are entitled to attend and speak at the Meeting, but are not entitled to vote on any matter proposed for consideration.

DATED at Toronto, Ontario, this 13th day of December, 2011.

By Order of the Board of
Directors



JOHN R. (JACK) PERRATON
Secretary

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CORUS ENTERTAINMENT INC.

ANNUAL MEETING OF SHAREHOLDERS
JANUARY 10, 2012

MANAGEMENT INFORMATION CIRCULAR

Part I — VOTING

PROXY SOLICITATION

This Management Information Circular (the “Circular”) is furnished in connection with the solicitation of proxies by or on behalf of management of CORUS ENTERTAINMENT INC. (the “Company” or “Corus”) for use at the Annual Meeting (the “Meeting”) of Shareholders of the Company to be held at 2:00 p.m. (Eastern Time) on Tuesday, January 10, 2012, at the Corus Entertainment Inc. Executive Offices: Corus Quay, 25 Dockside Drive, Toronto, Ontario, M5A 0B5, or any postponement(s) or adjournment(s) thereof, for the purposes set forth in the accompanying Notice of Meeting. Except as otherwise stated, the information contained herein is given as of November 15, 2011. This solicitation is made by management of the Company. All sums are expressed in Canadian dollars.

The solicitation will be primarily by mail, but proxies may also be solicited personally by regular employees of the Company, for which no additional compensation will be paid. The cost of preparing, assembling and mailing this Circular, the Notice of Meeting, the form of proxy and any other material relating to the Meeting, has been or will be borne by the Company.

APPOINTMENT OF PROXIES

The persons named in the enclosed form of proxy are officers of the Company and will represent management of the Company at the Meeting. A shareholder desiring to appoint some other person to represent him or her at the Meeting may do so either by inserting the name of such other person, who need not be a shareholder, in the space provided in the form of proxy and striking out the names of the specified persons, or by completing another form of proxy. In either case, the shareholder must deliver or send the form of proxy to: Proxy Department, CIBC Mellon Trust Company c/o Canadian Stock Transfer Company Inc., P.O. Box 721, Agincourt,

Ontario, M1S 0A1, so that it will be received not later than 48 hours (excluding Saturdays, Sundays and holidays) before the time fixed for the Meeting or an adjournment or postponement thereof, but prior to the use of the proxy at the Meeting or an adjournment or postponement thereof.

REVOCATION OF PROXIES

A shareholder who has submitted a proxy may revoke it at any time insofar as it has not been exercised. A proxy may be revoked, as to any matter on which a vote shall not already have been cast pursuant to the authority conferred by such proxy, by instrument in writing executed by the shareholder or by his or her attorney duly authorized in writing or, if the shareholder is a company, by an officer or attorney thereof duly authorized in writing and deposited with the Company, as the case may be, at any time up to and including the last business day preceding the date of the Meeting or with the Chair of the Meeting on the date of the Meeting prior to the commencement of the Meeting and upon either of such deposits the proxy is revoked. A proxy may also be revoked if a shareholder personally attends the Meeting and votes his or her shares, or in any other manner permitted by law.

VOTING OF PROXY

The management representatives designated in the enclosed form of proxy will vote or withhold from voting the shares in respect of which they are appointed by proxy on any ballot that may be called for in accordance with the instructions of the shareholder as indicated on the proxy and, if the shareholder specifies a choice with respect to any matter to be acted upon, the share will be voted accordingly. **In the absence of such directions, it is intended that such shares will be voted FOR the adoption of all resolutions referred to in the Notice of Meeting, including the fixing of the number of directors at 10, the election of directors, the appointment of auditors and the authorization of the directors to fix the remuneration of such auditors.**

The enclosed form of proxy confers discretionary authority upon the persons named therein with respect to amendments or variations to matters identified in the Notice of Meeting and with respect to other matters which may properly come before the Meeting. At the date of this Circular, management of the Company knows of no such amendments, variations or other matters to come before the Meeting other than the matters referred to in the Notice of Meeting. If any such amendment, variation or other matter which is not now known should properly come before the Meeting, then the persons named in the form of proxy will vote on such matters in accordance with their best judgement with respect to the shares represented by such proxy.

VOTING SHARES AND PRINCIPAL HOLDERS THEREOF

Only the holders of Class A participating shares ("Class A Voting Shares") of the Company of record at the close of business on November 15, 2011, the record date fixed by the directors of the Company, will be entitled to vote on all matters at the Meeting. Each holder of Class A Voting Shares is entitled to one vote for each such share held. As at November 15, 2011, there were 3,436,746 Class A Voting Shares and 79,066,440 Class B non-voting participating shares ("Class B Non-Voting Shares") outstanding. The Class B Non-Voting Shares are publicly traded on the Toronto Stock Exchange (the "TSX").

As at November 15, 2011, the only person or company who, to the knowledge of the Company, its directors or officers, owns beneficially, directly or indirectly, or exercises control or direction over in excess of 10% of any class of the voting securities of the Company is JR Shaw, who beneficially owns, controls or directs 2,906,496 Class A Voting Shares, which includes shares held by Heather Shaw and Julie Shaw and which amount represents approximately 84.6% of the issued and outstanding Class A Voting Shares. JR Shaw, members of his family and companies owned and/or controlled by him have entered into a Voting Trust Agreement relating to all Class A Voting Shares of the Company they own and/or control. The voting rights with respect to such shares are exercised by the representative of a committee of five trustees. The Company has been advised that the representative of the trustees will vote FOR the adoption of all the resolutions referred to in the Notice of Meeting, including the fixing of the number of directors at 10, the election of directors, the appointment of auditors and the authorization of the directors to fix such auditors' remuneration.

RESTRICTIVE SHARES

Holders of Class B Non-Voting Shares are not entitled to vote at meetings of shareholders of the Company except as provided by law and will not be entitled to vote on any matter at the Meeting. In certain circumstances (an Exclusionary Offer as detailed in the Company's most recently filed Annual Information Form), if a takeover bid is made for the Class A Voting Shares of the Company, exclusive of the Class B Non-Voting Shares, a holder of Class B Non-Voting Shares may, at his or her option, and only for the purpose of such takeover bid, convert any or all Class B Non-Voting Shares then held by such holder into Class A Voting Shares on the basis of one Class A Voting Share for each Class B Non-Voting Share so converted during a specified period of time. Under the Company's Articles of Incorporation, the Company is required to give notice of the occurrence of an event entitling the holders of Class B Non-Voting Shares to exercise such conversion right not later than 14 days prior to the expiry of the period relating to such event.

FINANCIAL STATEMENTS

The audited Consolidated Financial Statements for the year ended August 31, 2011, are included in the Annual Report, which may be obtained by writing to the Company at the following address: Corus Entertainment Inc., Corus Quay, 25 Dockside Drive, Toronto, Ontario, M5A 0B5, or by visiting the Investor Relations section of the Company's website at www.corusent.com.

NUMBER OF DIRECTORS

The Articles of Incorporation of the Company provide for a minimum of 3 and a maximum of 15 directors. It is proposed that the number of directors to be elected at the Meeting be fixed at 10. **Management recommends voting in favour of the fixing of the number of directors at 10. Unless specified in a form of proxy that the Class A Voting Shares represented by the proxy shall be voted otherwise, the management representatives designated in the enclosed form of proxy intend to vote FOR the fixing of the number of directors at 10.**


ELECTION OF DIRECTORS


Proposed Nominees

The following are the nominees proposed for election as directors of the Company to hold office until the next Annual Meeting of Shareholders or until their successors are elected or appointed. **Management recommends voting in favour of each nominee. The Shareholders will elect each nominee separately based on a majority of votes cast at such Annual Meeting of Shareholders. Unless specified in a form of proxy that the Class A Voting Shares represented by the proxy shall be voted otherwise, the management representatives designated in the enclosed form of proxy intend to vote FOR the election as directors of the proposed nominees whose names are set out below.**

The term of office for each person will be until the next Annual Meeting or until his or her successor is elected or appointed. In the event that, prior to the Meeting, any of the nominees listed below decline, or are unable to stand for election as directors, it is intended that discretionary authority shall be exercised to vote the proxy hereby solicited (unless otherwise directed as aforesaid) for the election of any other person or persons as directors. Management is not now aware that any of such nominees would be unwilling or unable to serve as a director if elected.

Table 1 — Director Nominees

<p>Fernand Bélisle, BA Breckenridge, Quebec</p> 		<p>Mr. Bélisle is a consultant to Canadian broadcast companies. Mr. Bélisle served as Vice Chair (Broadcasting) of the Canadian Radio-television and Telecommunications Commission (CRTC). This followed a series of senior positions at the CRTC and the Department of Communications which is now known as the Department of Canadian Heritage. Mr. Bélisle's business career has included positions with Télémedia Communications Ltd. and in audit and tax specialist roles at Coopers & Lybrand. Mr. Bélisle previously served as a Director of Corus Entertainment Inc. from December, 2003 to February, 2005.</p>				
<p>Director Since: January, 2009</p>		<p>Corporate Directorships</p> <p>—</p>				
<p>Age: 66</p>						
<p>Independent</p>						
Board/Committee Memberships				Fiscal 2011 Attendance		
Board of Directors				5 of 6	83%	
Audit Committee				4 of 4	100%	
Securities Held						
Fiscal Year	Class A Voting Shares (#)	Class B Non-Voting Shares (#)	DSUs (#)	Total Shares, DSUs (#)	Total Shares, DSUs ⁽¹⁾ (\$)	Meets Share Ownership Guidelines
2011	—	7,520	4,910	12,430	253,075	Yes
2010	—	7,276	1,224	8,500	165,495	Yes

<p>John M. Cassaday, BA, MBA Toronto, Ontario</p> 		<p>Mr. Cassaday is President and CEO of Corus Entertainment Inc., a position which he has held since the creation of Corus in September 1999. Prior to Corus, Mr. Cassaday was President, Shaw Media. He is a Director of Irving Oil Limited, Manulife Financial and Sysco Corporation.</p>				
<p>Director Since: September, 1999</p>		<p>Corporate Directorships</p> <p>Irving Oil Limited Manulife Financial Sysco Corporation</p>				
<p>Age: 58</p>						
<p>Non-Independent</p>						
Board/Committee Memberships				Fiscal 2011 Attendance		
Board of Directors				6 of 6	100%	
Audit Committee (ex-officio)				4 of 4	100%	
Corporate Governance Committee (ex-officio)				4 of 4	100%	
Human Resources Committee (ex-officio)				4 of 7	57%	
Securities Held						
Fiscal Year	Class A Voting Shares (#)	Class B Non-Voting Shares (#)	DSUs ⁽²⁾⁽³⁾ (#)	Total Shares, DSUs (#)	Total Shares, DSUs ⁽¹⁾ (\$)	Meets Share Ownership Guidelines
2011	20,384	443,509	72,068	535,961	10,912,166	Yes
2010	20,384	444,964	69,558	534,906	10,414,620	Yes

Dennis Erker, CLU, ICD.D
Edmonton, Alberta



Director Since: September, 1999

Age: 66

Independent

Mr. Erker is a Partner in the Fairley Erker Advisory Group, a financial and estate planning company. Mr. Erker is a Director of First Canadian Insurance Company and Millennium Insurance Company and serves as a Director of several charitable organizations. He has served as Chair of the Board for Canadian Hydro Developers Inc. and the Edmonton Eskimos, as Governor of the CFL and as Director of the Workers' Compensation Board — Alberta, The Citadel Theatre and the Alberta Securities Commission. Mr. Erker is a graduate of the Institute of Corporate Directors.

Corporate Directorships

First Canadian Insurance Company
Millennium Insurance Company

Board/Committee Memberships	Fiscal 2011 Attendance	
Board of Directors	6 of 6	100%
Human Resources Committee	7 of 7	100%

Securities Held

Fiscal Year	Class A Voting Shares (#)	Class B Non-Voting Shares (#)	DSUs (#)	Total Shares, DSUs (#)	Total Shares, DSUs ⁽¹⁾ (\$)	Meets Share Ownership Guidelines
2011	2,850	51,326	32,977	87,153	1,774,435	Yes
2010	2,850	51,196	28,292	82,338	1,603,121	Yes

Carolyn Hursh, BSW, MSW
Calgary, Alberta



Director Since: December, 2005

Age: 59

Independent

Ms. Hursh is the Chairman of James Richardson & Sons, Limited (JRSL), a family owned and managed conglomerate established in 1857, whose subsidiaries include Richardson International, Richardson Pioneer, Richardson Oilseed Processing, Richardson Nutrition, Tundra Oil & Gas Limited, Lombard Realty Limited, Richardson GMP and Richardson Capital Limited. Ms. Hursh chairs the JRSL Corporate Governance Committee and is a member of the Audit and Compensation Committees. Ms. Hursh is also Chair of the Max Bell Foundation and is a member of the Advisory Boards for the Centre for Entrepreneurship and Family Enterprise at the University of Alberta and the Ohlson Research Initiative at the University of Calgary.

Corporate Directorships

James Richardson & Sons, Limited (JRSL)

Board/Committee Memberships	Fiscal 2011 Attendance	
Board of Directors	6 of 6	100%
Corporate Governance Committee (Chair)	4 of 4	100%

Securities Held

Fiscal Year	Class A Voting Shares (#)	Class B Non-Voting Shares (#)	DSUs (#)	Total Shares, DSUs (#)	Total Shares, DSUs ⁽¹⁾ (\$)	Meets Share Ownership Guidelines
2011	—	8,568	8,260	16,828	342,618	Yes
2010	—	8,118	4,126	12,244	238,391	Yes

Wendy A. Leaney, BA (Hon)

Toronto, Ontario



Director Since: July, 2000

Age: 64

Independent

Ms. Leaney is President of Wyoming Associates Ltd., a private investment and consulting firm based in Toronto. Prior to that, Ms. Leaney was Managing Director and Co-Head Global Communications Finance for TD Securities Inc. Ms. Leaney serves on the Board of Canadian Western Bank. She holds a Bachelor of Arts (Hon.) degree from the University of Toronto and is a graduate of the Advanced Management Course at the University of Western Ontario. Ms. Leaney is also a graduate of the Canadian Securities Course and a Fellow of the Institute of Canadian Bankers.

Corporate Directorships

Canadian Western Bank

Board/Committee Memberships	Fiscal 2011 Attendance	
Board of Directors	6 of 6	100%
Audit Committee	4 of 4	100%

Securities Held⁽⁴⁾

Fiscal Year	Class A Voting Shares (#)	Class B Non-Voting Shares (#)	DSUs (#)	Total Shares, DSUs (#)	Total Shares, DSUs ⁽¹⁾ (\$)	Meets Share Ownership Guidelines
2011	—	7,500	1,214	8,714	177,417	Yes
2010	—	7,500	—	7,500	146,025	Yes

Ronald D. Rogers, BComm, CA

Calgary, Alberta



Director Since: December, 2003

Age: 67

Independent

Mr. Rogers retired as Senior Vice-President and Chief Financial Officer of Shaw Communications Inc. in August 2004. Mr. Rogers serves as a Director for Transforce Inc. and Parkland Fuel Corporation. Mr. Rogers is a chartered accountant and a member of the Alberta Institute of Chartered Accountants. Mr. Rogers has extensive experience in operations and finance, both nationally and on an international basis.

Corporate DirectorshipsTransforce Inc.
Parkland Fuel Corporation

Board/Committee Memberships	Fiscal 2011 Attendance	
Board of Directors	6 of 6	100%
Audit Committee (Chair)	4 of 4	100%

Securities Held

Fiscal Year	Class A Voting Shares (#)	Class B Non-Voting Shares (#)	DSUs (#)	Total Shares, DSUs (#)	Total Shares, DSUs ⁽¹⁾ (\$)	Meets Share Ownership Guidelines
2011	—	13,000	2,428	15,428	314,114	Yes
2010	—	13,000	—	13,000	253,110	Yes

Catherine Roozen, BComm, LLD (hon)
Edmonton, Alberta



Director Since: June, 2011

Age: 55

Independent

Following graduation from the University of Alberta with a Bachelor of Commerce degree in 1977, Mrs. Roozen worked with the North West Trust Company until 1981 in the area of Branch Operations and as Vice-President, Investments. In 1981, Mrs. Roozen joined Cathton Holdings Ltd., a private investment company with interests in banking, broadcasting, ranching and real estate development. Currently, Mrs. Roozen is a Director and Secretary of the Allard Foundation Ltd., Chair and Director of Cathton Investments Ltd. and Director of Melcor Developments Ltd. Mrs. Roozen previously served as a Director of Corus Entertainment Inc. from July, 2001 to January, 2010.

Corporate Directorships

Cathton Investments Ltd.
Melcor Developments Ltd.

Board/Committee Memberships	Fiscal 2011 Attendance	
Board of Directors	1 of 1	100%

Securities Held

Fiscal Year	Class A Voting Shares (#)	Class B Non-Voting Shares (#)	DSUs (#)	Total Shares, DSUs (#)	Total Shares, DSUs ⁽¹⁾ (\$)	Meets Share Ownership Guidelines
2011	343,332	365,726	921	709,979	14,455,172	Yes
2010	n/a	n/a	n/a	n/a	n/a	n/a

Terrance Royer, BAsc, MBA, ICDD, LLD (hon)
Calgary, Alberta



Director Since: September, 1999

Age: 63

Independent

Mr. Royer is Chairman of Royco Hotels Ltd., a hotel management company. Mr. Royer retired as Executive Vice-Chairman of the Calgary-based Royal Host REIT in December 2005. He is also retired President, CEO and founder of Royal Host Corp., a hotel and resort ownership, franchising and management company. Mr. Royer served on the Board of Royal Host REIT from January 1998 to June 2006. Mr. Royer is Chairman Emeritus of the University of Lethbridge (Chairman from January 2001 to July 2006) and Chairman of the Alberta "Access to the Future Fund" for post-secondary institutions in Alberta.

Corporate Directorships

Royco Hotels Ltd.

Board/Committee Memberships	Fiscal 2011 Attendance	
Board of Directors (Independent Lead Director)	6 of 6	100%
Corporate Governance Committee	4 of 4	100%
Human Resources Committee (Chair)	7 of 7	100%

Securities Held

Fiscal Year	Class A Voting Shares (#)	Class B Non-Voting Shares (#)	DSUs (#)	Total Shares, DSUs (#)	Total Shares, DSUs ⁽¹⁾ (\$)	Meets Share Ownership Guidelines
2011	—	11,432	34,335	45,767	931,816	Yes
2010	—	11,432	28,783	40,215	782,986	Yes

Heather A. Shaw, BComm, MBA
Calgary, Alberta



Ms. Shaw is the Executive Chair of Corus Entertainment Inc., and has held the position since its inception in September 1999. Ms. Shaw is a Director for Shawcor Ltd., a member of the Richard Ivey School of Business Advisory Board and past Director of Shaw Communications Inc. Ms. Shaw also sits on a number of charitable boards. Ms. Shaw holds a Bachelor of Commerce degree from the University of Alberta and an MBA from the Richard Ivey School of Business at the University of Western Ontario.

Corporate Directorships

Shawcor Ltd.

Director Since: September, 1999

Age: 52

Non-Independent

Board/Committee Memberships	Fiscal 2011 Attendance	
Board of Directors (Chair)	6 of 6	100%
Audit Committee (ex-officio)	4 of 4	100%
Corporate Governance Committee (ex-officio)	4 of 4	100%
Human Resources Committee (ex-officio)	7 of 7	100%

Securities Held

Fiscal Year	Class A Voting Shares (#)	Class B Non-Voting Shares (#)	DSUs ⁽²⁾ (#)	Total Shares, DSUs (#)	Total Shares, DSUs ⁽¹⁾ (\$)	Meets Share Ownership Guidelines
2011	725,500	1,364,449	—	2,089,949	42,551,361	Yes
2010	725,500	1,287,366	—	2,012,866	39,190,501	Yes

Julie M. Shaw, BSD, ICD.D
Calgary, Alberta



Ms. Shaw is the Vice Chair of Corus Entertainment Inc., and has held the position since April 2008. Ms. Shaw is the Vice President, Facilities, Design and Management, Shaw Communications Inc. (“Shaw”), a diversified communications company whose core business is providing cable television services to approximately 2.1 million homes. Ms. Shaw has been employed at Shaw since 1986. Ms. Shaw is a graduate of the Institute of Corporate Directors. Ms. Shaw holds a Bachelor of Design Science degree from Arizona State University.

Corporate Directorships

—

Director Since: September, 1999

Age: 50

Non-Independent

Board/Committee Memberships	Fiscal 2011 Attendance	
Board of Directors (Vice-Chair)	6 of 6	100%
Corporate Governance Committee	4 of 4	100%

Securities Held

Fiscal Year	Class A Voting Shares (#)	Class B Non-Voting Shares (#)	DSUs (#)	Total Shares, DSUs (#)	Total Shares, DSUs ⁽¹⁾ (\$)	Meets Share Ownership Guidelines
2011	725,500	790,721	2,533	1,518,754	30,921,831	Yes
2010	725,500	775,567	1,389	1,502,456	29,252,818	Yes

- (1) The total value of the Shares and DSUs held in fiscal 2011 is based on the August 31, 2011, TSX closing share price of \$20.36 and, in fiscal 2010, is based on the August 31, 2010, TSX closing share price of \$19.47.
- (2) Excludes Senior Management Deferred Share Units held by Mr. Cassaday and Ms. H. Shaw as NEOs under the Company’s Long-Term Incentive Plan.
- (3) Includes Director’s Deferred Share Units held as a result of the allocation of a portion of the NEO’s annual Short Term Incentives paid in fiscals 2008 and 2007 to the Director’s DSU Plan.
- (4) Ms. Leaney also holds \$500,000 face value of Corus Entertainment’s 7.25% Senior Unsecured Guaranteed Notes.

Director Nominees — Skills and Experience Matrix

The Company maintains a skills matrix for its Directors to ensure that key areas of expertise are represented on its Board, both for current and future members. The current composition of skills and experience for the Company's nominated directors is as follows:

Corus Entertainment Board of Directors: Skills and Experience Matrix	Number of Directors with Experience
Enterprise management — experience as a President or CEO leading an organization.	7
Business Development / M&A / Strategic Planning — management or executive experience with responsibility for identifying value creation opportunities.	7
Financial Literacy — ability to critically read and analyze financial statements.	10
Financial Expertise — executive experience in finance or accounting, or professional certification in accounting, or other comparable experience that results in financial sophistication.	6
Corporate Governance — understanding of the requirements of good corporate governance, usually gained through experience as a senior executive officer or a board member of a public organization.	10
Change Management — experience leading a major organizational change or managing a significant merger.	5
Operations — management or executive experience with IT, entertainment or media companies.	7
Health, Safety & Environment Management — understanding of the regulatory environment surrounding workplace health, safety, environment and social responsibility.	6
Global Experience — management or executive experience in a multi-national organization, providing an understanding of the challenges faced in a different cultural, political or regulatory environment.	4
Human Resources — management or executive experience with responsibility for human resources.	5
Risk Evaluation — management or executive experience in evaluating and managing the variety of risks faced by an organization.	6
Legal and Regulatory — direct experience in the regulatory environment, for example, with CRTC, OSC, SEC or other such regulated environments which require an understanding of public administration regulation and policy. Member of a provincial or state bar.	4
Sales and Marketing — senior executive experience in the advertising or marketing sector.	4

Share Ownership Guideline

Directors are required to meet a Company share ownership threshold, to be attained within three years of the date of their appointment as a Director, equal to three times the annual Directors' retainer. The first share ownership threshold value is to be calculated at the highest price of the Company's shares within such three year period from appointment as a Director. The share ownership threshold is to be retained thereafter during such Director's term and may be revised by a change in the amount of the annual Director's retainer. In the event that the retainer is increased so that the threshold is not met, the Director is to acquire additional shares within one year.

Information as to shares beneficially owned by each proposed nominee or over which each proposed nominee exercises control or direction, directly or indirectly, not being within our knowledge, has been furnished by the respective proposed nominees individually.

Interlocking Directorships

As at November 15, 2011, no directors served together on the board of directors of other publicly traded companies.

Cease Trade Orders, Bankruptcies, Penalties or Sanctions

To the knowledge of the Company and based upon information furnished to it by the proposed nominees for election to the Board of Directors, no such nominee is or has been, during the 10 years ending November 15, 2011, a director or executive officer of any issuer which, while that person was acting in that capacity or within a year of ceasing to act in that capacity, became bankrupt or made a proposal under any legislation relating to bankruptcy or insolvency or was subject to or instituted any proceedings, arrangement or compromise with creditors or had a receiver, receiver manager or trustee appointed to hold its assets, except for the following:

- Fernand Bélisle was a director, from 1997 to 2003, of Cable Satisfaction International Inc., a company which was placed under the protection of the Companies' Creditors Arrangement Act (CCAA) in June 2003 and emerged from CCAA in February 2007.

- Ronald Rogers was a director, from February 2001 to June 2002, of G.T. Group Telecom Inc., a company which was placed under the protection of the Companies' Creditors Arrangement Act (CCAA) and of Section 304 of the U.S. Bankruptcy Code in June 2002. The Ontario Superior Court of Justice sanctioned and approved the company's plan of arrangement and reorganization in December 2002.

To the knowledge of the Company and based upon information furnished to it by the proposed nominees for election to the Board of Directors, no such nominee is or has been, during the 10 years ending November 15, 2011, a director, chief executive officer or chief financial officer of any issuer that was subject to a cease trade order, or an order similar to a cease trade order, or an order that denied the relevant company access to exemption under securities legislation, and that was in effect for a period of more than 30 consecutive days, that was issued while that director was acting in such capacity, or that was issued after the director ceased to be acting in such capacity and which resulted from an event which occurred while the director was acting in such capacity.

APPOINTMENT AND REMUNERATION OF AUDITORS

Management proposes to nominate Ernst & Young LLP, Chartered Accountants, the present auditors, as the auditors of the Company to hold office until the close of the next Annual Meeting of shareholders. Ernst & Young LLP have been the auditors of the Company since its inception and no portion of their annual fees are for consulting services. **It is intended that on any ballot that may be called for relating to the appointment of auditors, the Class A Voting Shares represented by proxies in favour of management nominees will be voted FOR the appointment of Ernst & Young LLP as auditors of the Company to hold office until the next Annual Meeting of shareholders, unless authority to do so is withheld.**

Information on the Company's auditors can also be found in the "Audit Committee" section of the Company's Annual Information Form (AIF).

PRINCIPAL ACCOUNTING FEES AND SERVICES — INDEPENDENT AUDITORS

Fees payable to the Registrant's independent auditor, Ernst & Young LLP, for the years ended August 31, 2011 and 2010 totalled \$1,687,041 and \$1,788,767 respectively, as detailed in the following table. All funds are in Canadian dollars:

	Year Ended August 31, 2011 (\$)	Year Ended August 31, 2010 (\$)
Audit Fees	1,133,406	1,474,357
Audit-Related Fees	172,800	164,488
Tax Fees	180,835	29,922
All Other Fees	200,000	120,000
TOTAL	1,687,041	1,788,767

The nature of the services provided by Ernst & Young LLP under each of the categories indicated in the table is described below.

Audit Fees

Audit fees were for professional services rendered by Ernst & Young LLP for the audit of the Company's annual financial statements and services provided in connection with statutory and regulatory filings or engagements.

Audit-Related Fees

Audit-related fees were for assurance and related services reasonably related to the performance of the audit or review of the annual financial statements and are not reported under "Audit Fees" above. These services consisted of employee benefit plan audits, non-statutory audits of wholly owned subsidiaries, assistance with the adoption of International Financial Reporting Standards (IFRS) and system conversion audits.

Tax Fees

Tax fees were for tax compliance, tax advice and tax-planning professional services. These services consisted of tax planning and advisory services relating to common forms of domestic and international taxation (i.e. income tax, capital tax, Goods and Services Tax, and value added tax) as well as assistance with various tax audit matters.

All Other Fees

Fees disclosed in the table on this page under the item "all other fees" represent products and services other than the audit fees, audit-related fees and tax fees described above.

The Company's Audit Committee has implemented a policy restricting the services that may be provided by the auditors and the fees paid to the auditors. Prior to the engagement of the auditors, the Audit Committee pre-approves the provision of the service. In making their determination regarding non-audit services, the Audit Committee considers the compliance with the policy and the provision of non-audit services in the context of avoiding impact on auditor independence. Each quarter, the Chief Financial Officer ("CFO") makes a presentation to the Audit Committee detailing the non-audit services performed by the auditors on a year-to-date basis, and details of any proposed assignments for consideration by the Audit Committee and obtains pre-approval if appropriate.

SHAREHOLDER PROPOSALS

There were no proposals brought forward by shareholders of Corus Entertainment Inc. to raise at the 2011 Annual Meeting of Shareholders.

COMPENSATION OF DIRECTORS

The Corporate Governance Committee (“the Committee”) is responsible for reviewing and recommending to the Board for approval, on an annual basis, the level of non-executive director compensation. The Committee aims to ensure that the remuneration reflects the responsibilities and time commitment required of its directors, is competitive with the Company’s media peer group (refer to the Compensation Discussion and Analysis section on page 18 under “*Benchmarking Compensation*”) and is sufficient to attract and retain qualified directors.

In fiscal 2011, the Corporate Governance Committee reviewed and recommended to the Board for approval, the remuneration structure for the Company’s directors. The key changes include increases to the base Annual Board Retainer fee and Independent Lead Director/Vice Chair/Committee Chair Retainer fees, which were last increased in fiscal 2008, to remain competitive with the Company’s media peer group and to appropriately recognize the increased responsibilities and time commitment required of the Company’s directors. Meeting attendance fees were amended to reduce the administration process for the fees, such that directors will receive a fixed annual meeting attendance fee and the travel supplement of \$500 for each eligible trip based on location, which was previously in place, was eliminated. To promote increased ownership in the Company, a Deferred Share Unit (“DSU”) top-up incentive was introduced for directors who elect to be paid all or a portion of their Annual Board Retainer in DSUs. Effective September 1, 2010, directors may receive up to 25% of the portion of the Annual Board Retainer they elect to be paid in DSUs in the form of additional DSUs. In fiscal 2011, all eligible directors were enrolled in the DSU Plan and received either a portion or all of their remuneration in DSUs as outlined in Table 4 — Directors Compensation for fiscal 2011.

Table 2 reflects the remuneration schedule for non-executive directors of the Company in fiscals 2011 and 2010.

Table 2 — Director Remuneration for Fiscals 2011 and 2010

Retainers and Fees	Fiscal 2010 Fee Schedule (\$)	Fiscal 2011 Fee Schedule (\$)
Annual Board Retainer	35,000	40,000
Independent Lead Director / Vice-Chair	5,000	7,500
Audit Committee Chair Retainer	10,000	12,500
Governance Committee Chair Retainer	6,000	7,000
Human Resources Committee Chair Retainer	6,000	10,000
Board/Committee Meeting Attendance Fee	Per meeting fee 1,500	Fixed annual fee 25,000
DSU top-up on portion of annual retainer which is elected to be paid in DSUs (up to 25% of Annual Board Retainer)	N/A	Up to 10,000

The Company does not set aside funds for pension benefits or health costs and there is no retirement plan in place for its non-executive directors. The Company does not have a mandatory retirement requirement in place for its directors. Furthermore, the Company does not provide compensation by way of options or non-equity incentive plans to its non-executive directors.

Table 3 provides a summary of Board and Committee meetings, including in-camera sessions, held during fiscal 2011.

Table 3 — Summary of Meetings for Directors in Fiscal 2011

Board /Committee Meetings	Number of Meetings Held	In-Camera Sessions Held
Board	6	4
Board — Independent Directors	2	n/a
Audit Committee	4	4
Corporate Governance Committee	4	4
Executive Committee	0	n/a
Human Resources Committee	7	7
Total number of meetings held	23	19

Table 4 reflects compensation paid to individual non-executive directors in fiscal 2011.

Table 4 — Directors' Compensation for Fiscal 2011

Director Name ⁽¹⁾	Fees Received in Cash (\$)	Share-Based Awards — Fees Received in DSUs ⁽²⁾ (\$)	Option-Based Awards (\$)	Non-Equity Incentive Plan Compensation (\$)	Pension Value (\$)	All Other Compensation (\$)	Total (\$)
Fernand Bélisle	—	75,000	—	—	—	—	75,000
Dennis Erker	—	75,000	—	—	—	—	75,000
Carolyn Hursh	—	82,000	—	—	—	—	82,000
Wendy Leaney	45,000	25,000	—	—	—	—	70,000
Susan Mey	35,000	37,500	—	—	—	—	72,500
Ronald Rogers	37,500	50,000	—	—	—	—	87,500
Catherine Roozen ⁽³⁾	—	18,750	—	—	—	—	18,750
Terrance Royer	—	92,500	—	—	—	—	92,500
Julie Shaw ⁽⁴⁾	54,500	22,500	—	—	—	10,000	87,000
TOTAL	172,000	478,250	—	—	—	10,000	660,250

(1) John Cassaday, President and CEO, and Heather Shaw, Executive Chair, are both officers of the Company and receive no compensation for serving on the Board.

(2) Directors may elect to receive up to 100% of their remuneration in Deferred Share Units (“DSUs”) and are eligible to receive a top-up of up to 25% of the portion of their Annual Board Retainer fees they elect to be paid in DSUs in the form of additional DSUs, as described under “Directors’ Deferred Share Unit (“DSU”) Plan on page 14. The amount shown reflects the aggregate of the amounts credited to DSU accounts, as applicable, on the dates for payment of directors’ fees during fiscal 2011.

(3) Catherine Roozen was appointed to the Board effective June 1, 2011.

(4) Includes an additional monthly fee of \$10,000 received in September, 2010 as an advisor to the Company on its real estate development in Toronto. Construction of this development was substantially complete as of September 30, 2010 and the fee was discontinued in October, 2010.

Directors' Deferred Share Unit ("DSU") Plan

On July 26, 2001, the Board adopted a Deferred Share Unit Plan (the "Plan"), effective September 1, 2001, for the directors of the Company. The purpose of the Plan is to promote a greater alignment of interests between the individual directors and the shareholders of the Company. Under the terms of the Plan, each director may have his or her annual retainer(s) and attendance fees paid entirely in cash or up to 100% in DSUs. Effective September 1, 2010, directors may receive up to 25% of the portion of the Annual Board Retainer they elect to be paid in DSUs in the form of additional DSUs, an incentive put in place to promote increased DSU ownership. The DSUs are redeemable in cash when the director ceases to be a director of the Company.

DSUs are allocated to directors who participate in the Plan on a quarterly basis. The number of DSUs that a director is entitled to receive in any particular quarter is based upon the percentage that the

director has elected to receive in DSUs multiplied by one quarter of such director's annual retainer(s), meeting attendance fees plus DSU top-up, as applicable, for the quarter divided by the closing price on the TSX of the Class B Non-Voting Shares on the last trading day of the fiscal quarter. The value of a DSU when converted to cash is equivalent to the market value of the Company's Class B Non-Voting Shares at the time the redemption takes place. DSUs attract notional dividends, in the form of additional DSUs, at the same rate as dividends on the Company's Class B Non-Voting Shares as if they were enrolled in the Dividend Reinvestment Plan. A director cannot convert DSUs to cash until the director ceases to be a member of the Board, an employee, and/or an officer of the Company and its affiliates. In fiscal 2011, all nine eligible directors participated in the Plan, with five directors electing to receive 100% of their director's fees in DSUs and four directors electing to receive a portion of their director's fees in DSUs.

COMPENSATION DISCUSSION AND ANALYSIS

EXECUTIVE SUMMARY

The Company's vision is to be globally recognized as Canada's most influential entertainment company. The Company is focused on increasing shareholder value by continually growing, both organically and through acquisition, and ensuring the potential from its investment in technology and infrastructure at its new facility, Corus Quay, is maximized.

The Company believes its executive team brings an extraordinary breadth of knowledge, expertise and leadership experience to Corus. The Named Executive Officers ("NEOs") are:

John M. Cassaday

President and Chief Executive Officer ("CEO")

Thomas C. Peddie

Executive Vice President and Chief Financial Officer

Heather A. Shaw

Executive Chair

Douglas D. Murphy

Executive Vice President and President, Television

D. Scott Dyer

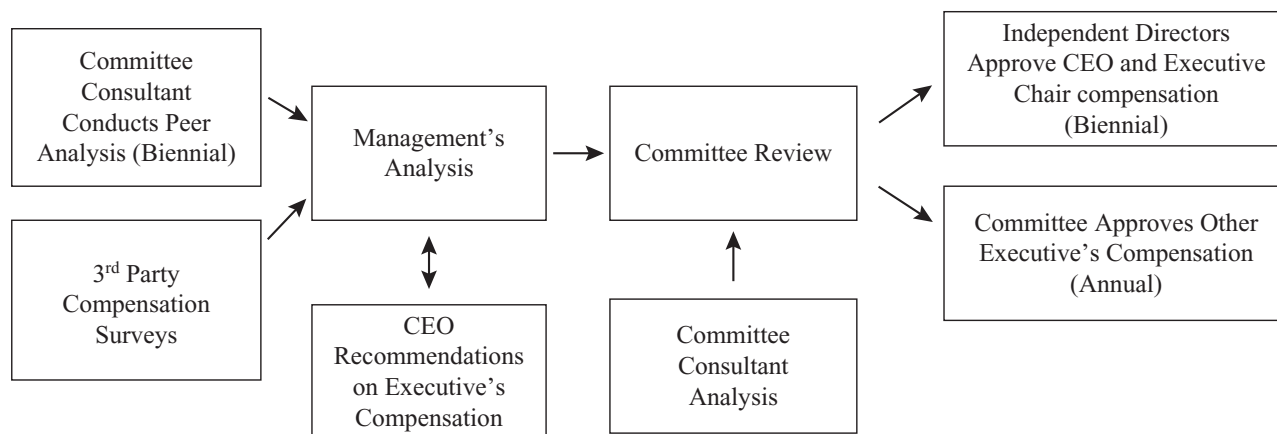
Executive Vice President, Shared Services and Chief Technology Officer.

Compensation Overview

The Company continually evolves its compensation programs to ensure alignment with its corporate strategy and competitiveness with its peer group. Some of the significant improvements made since fiscal 2008 include:

- Transitioning to a comprehensive Long-term Incentive Plan ("LTIP") consisting of Performance Share Units ("PSUs"), stock options and Deferred Share Units ("DSUs") to refine the link between compensation and performance and to ensure executive alignment with the interests of shareholders
- Introducing a new, ad hoc, component to the LTIP, consisting of Restricted Share Units ("RSUs"), to provide an additional means of attraction, retention and/or reward to key executives for superior performance
- Refining retirement arrangements to ensure the attraction and retention of key executives

Compensation Review and Approval Process



Compensation provided to the CEO and the Executive Chair is recommended by the Human Resources Committee (the "Committee") following a comprehensive review of peer group benchmarks, general compensation trends and achievement of performance objectives over the performance period, and approved by the independent members of the Board of Directors on a biennial basis. The compensation for other NEOs is recommended by the CEO and reviewed and approved by the Committee following a similar review process on

an annual basis, although benchmarking is completed on a biennial basis. The Committee retained the services of Hugessen Consulting Inc. as its primary independent compensation consultant and in fiscal 2011, fees paid for consulting services were approximately \$233,000. The NEOs do not participate in Committee or Board decisions regarding LTIP plans, nor do they vote relating to any elements of their individual compensation arrangements.

Key Elements of Compensation Program

The Company's executive compensation program for NEOs currently includes the following:

Compensation Element	Link to Compensation Objectives	Link to Performance Objectives
Base Salary <ul style="list-style-type: none"> Fixed annual cash compensation 	<ul style="list-style-type: none"> Attract and retain Motivate and reward 	Competitive base salary enables the attraction and retention of talented executives who will contribute to the success of Corus. Salaries are determined based upon individual performance, including contributions to financial results.
Short-term Incentive Awards (STIP) <ul style="list-style-type: none"> Annual cash award based on consolidated budgeted earnings or divisional budgeted segment profit, budgeted cash flow measures and individual objectives 	<ul style="list-style-type: none"> Motivate and reward 	Designed to motivate constantly improving financial and operating performance on an annual basis to increase long-term shareholder value.
Long-term Incentive Awards (LTIP) <ul style="list-style-type: none"> 50% in the form of PSUs 25% in the form of Stock Options 25% in the form of DSUs 	<ul style="list-style-type: none"> Attract and retain Motivate and reward Align interests of executives and shareholders 	Designed to motivate significant Total Shareholder Return ("TSR") and alignment with shareholder interests on an ongoing basis. Grants are generally awarded annually based on each individual Participant's target award level as a percentage of base salary.
Retention Awards <ul style="list-style-type: none"> Restricted Share Units ("RSUs") 	<ul style="list-style-type: none"> Attract and retain Motivate and reward 	Granted to senior executives solely at the Human Resources Committee's discretion and on an ad hoc basis to attract or retain and to reward superior performance during the previous fiscal year.
Retirement Arrangements and Perquisites <ul style="list-style-type: none"> Defined Benefit ("DB") Supplemental Executive Retirement Plan ("SERP") 	<ul style="list-style-type: none"> Attract and retain 	Designed to provide retirement benefits and to assist in retaining key executives.

Compensation Targets — Total Direct Compensation

Position	Fixed	At Risk	
	Base Salary	Short Term Target 1 Year Performance Period	Long Term Target 3 Years + Performance Period
CEO	26%	23%	51%
EVP & CFO	38.5%	23%	38.5%
Executive Chair	27%	25%	48%
EVP & President, Television	38.5%	23%	38.5%
EVP, Shared Services & CTO	50%	25%	25%

Compensation Risk Management

The Committee oversees risk management in the context of oversight of compensation programs. Performance is measured using several metrics to determine incentive payouts, which balances risks associated with relying on any one performance metric. Short-term incentive achievements are capped at 200% of target, which can only be realized upon a 30% overachievement of target financial performance metrics. There is a significant weighting on long-term incentives to mitigate the risk of achieving short-term goals at the expense of long-term shareholder value. Compensation is stress tested to ensure a strong link between pay and performance and the Committee can use its discretion to ensure payouts are not overly influenced by an unusual result in a particular performance metric. The Company's share ownership guidelines further align executives with the interests of shareholders.

Share Ownership Guidelines

Certain key employees are required to make a financial commitment towards ownership of Corus stock if they wish to participate in the Company's long-term incentive plans. The Company has established specific thresholds that each current and future employee must attain within five years to remain eligible for participation. The following threshold ranges are based on a multiple of base salary or base commissioned income:

Key Employee Position	Share Ownership Guideline
Executive Chair and Chief Executive Officer	5 times annual base salary
Divisional Presidents and Chief Financial Officer	2 times annual base salary
Executive Vice Presidents, Vice Presidents and General Managers of Large Operational Assets	1 times annual base salary
General Managers, Vice Presidents, Directors	0.75 times annual base salary

All NEOs of the Company have met or exceeded their applicable share ownership guideline.

Benchmarking Compensation

Executive compensation is benchmarked relative to a peer group of Canadian companies whose operations, in terms of size and industry focus, the Committee currently considers as most comparable to Corus. The ongoing appropriateness of this group is reviewed annually.

Benchmarking — Corus Peer Group	
Astral Media, Inc.	Torstar Corp.
Cineplex Inc.	TVA Group Inc.
Cogeco Cable Inc.	Transcontinental Inc.
Groupe Aeroplan Inc.	Yellow Media Inc.
Rogers Media ⁽¹⁾	

(1) Rogers Media is a division of Rogers Communications Inc.

Compensation data from the peer group, in addition to general trends from third party compensation surveys, are used as guidelines to formulate compensation recommendations for all NEOs and members of the executive team. The Company targets base salary levels for all NEOs at or above the 50th percentile of the peer group. Overall total direct compensation (i.e. base salary, STIP and the expected value of LTIP awards) is targeted at the 75th percentile. This targeted position reflects the fact that the peer group does not necessarily reflect the industry-specific skills required by the Company, nor the personal skill set and background of its NEOs.

2011 Total Direct Compensation Adjustments

NEO	Base Salary	Target STIP	Target LTIP	Rationale
Thomas Peddie	Increased 3% from fiscal 2010	Unchanged at 60% of base salary	Unchanged at 100% of base salary	To reflect the assignment of additional responsibilities upon appointment to EVP and CFO
Douglas Murphy	Increased 19% from fiscal 2010	Increased from 50% to 60% of base salary	Increased from 50% to 100% of base salary	To reflect significant increase in scope and responsibilities upon promotion to EVP and President, Television
D. Scott Dyer	Increased 4% from fiscal 2010	Unchanged at 50% of base salary	Unchanged at 50% of base salary	To reflect the assignment of additional responsibilities upon appointment to EVP, Shared Services and CTO

Key Changes to Compensation Program in 2011

Compensation Changes as a Result of Restructuring

In late fiscal 2010, the Company completed an in-depth review of its organizational design with a goal of identifying opportunities to improve its operating efficiency and effectiveness concurrent with the move to its new, technologically advanced Toronto office facility, Corus Quay. This review led to significant changes in the structure of the executive team, including a reduction in the size of the executive team and changes to some of the NEO position descriptions. Correspondingly, the executive compensation structure was reviewed in fiscal 2011, which resulted in several changes to ensure appropriate alignment of compensation and performance objectives within the executive team.

These changes included:

i. Adjustments to reflect new roles and responsibilities

In fiscal 2011, the Committee completed a detailed review of compensation provided to executives below the CEO and Executive Chair positions. This review took into consideration changes in scope, responsibilities and positioning relative to benchmarks following restructuring activities and as part of the NEOs' annual base salary review. The following table outlines changes recommended by the Committee and ratified by the Board that were made to compensation in 2011:

ii. *Extending participation in the DSU Plan to all members of the executive team*

The Committee determined that the LTIP structure, including participation in the DSU Plan, should be provided to all members of the executive management team under the new organizational structure. Accordingly, participation in the DSU Plan was extended to four additional members of the eight member executive management team, changing only the way in which their LTIP is allocated, not their overall target LTIP compensation.

iii. *Extending the SERP to all members of the executive team*

The Committee determined that participation in the SERP should be expanded to include all members of the executive management team under the new organizational structure. The SERP was also amended to include recognition for past service as a member of the executive management team, which vests based on additional service years as a member of the executive management team. Please see page 28 under the heading *Defined Benefit Plan (“SERP”)* for further details. In addition, the change of control provisions in the SERP have been modified to be more closely aligned with the CEO SERP. Please see *Table 11 — Termination and Change of Control Arrangements* on page 31 for further details.

Other Key Changes in 2011

In fiscal 2011, the Committee modified components of the PSU Plan to clarify performance targets. Specifically, Total Shareholder Return (“TSR”) is now expressed as share price targets as opposed to percentages on an annual basis. The existing TSR target performance criteria remain unchanged. To ensure participants achieve recognition for achieving performance targets within the performance period and to reduce the end-point sensitivity of the PSU payout calculation, the Committee established strict criteria to achieve partial vesting of PSU awards within the 3-year period. Please see page 34 under the heading *Performance Share Unit Plan (“PSU Plan”)* for further details. Finally, to promote greater alignment between the executive and senior management teams, the Committee extended the existing executive PSU plan to include senior management and the previous senior management PSU plan was discontinued, starting with the fiscal 2011 grant period.

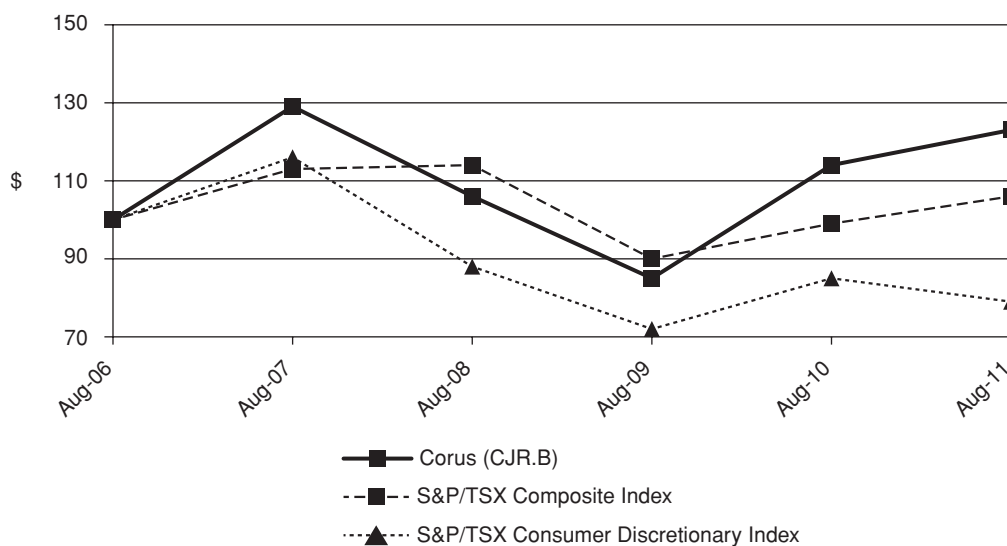
2011 Corporate Performance

The Company had a very successful financial year in 2011, with consolidated EBITDA up 12%, led by Television which was up 14% and Radio, up 3%. The Television division’s performance exceeded its budget by 7%. Radio missed its target, even though there was year over year growth. On a consolidated basis, the Company delivered free cash flow from continuing operations, adjusted for one-time items, of \$126 million, which was above target and above its financial guidance of \$100M. The Company delivered Earnings Per Share (EPS) from continuing operations of \$1.73, which was up 17% from last year and 15% ahead of budget. The Company also outperformed its peer benchmark group in terms of TSR for the three year period ended August 31, 2011.

PERFORMANCE GRAPH

The Class B Non-Voting Shares of the Company are listed on the TSX under the symbol “CJR.B”. The following chart compares the cumulative total shareholder return (“TSR”) on \$100 invested in Class B Non-Voting Shares of the Company on September 1, 2006 with the cumulative TSR of the S&P/TSX Composite Index and the S&P/TSX Consumer Discretionary Index for the period of September 1, 2006 to August 31, 2011, and assumes the reinvestment of dividends.

**Relative Total Return Performance: Corus vs. S&P/TSX Composite and Consumer Discretionary Indices
September 1, 2006 to August 31, 2011**



FOR THE FISCAL YEARS	2006	2007	2008	2009	2010	2011
Corus (CJR.B)	100	129	106	85	114	123
S&P/TSX Composite Index	100	113	114	90	99	106
S&P/TSX Consumer Discretionary Index	100	116	88	72	85	79

The Company believes that its compensation policy supports a strong relationship between shareholder returns and compensation earned by the NEOs. As illustrated by the graph and table above, the Company has outperformed the S&P/TSX Composite Index and the S&P/TSX Consumer Discretionary Index for the five year period ending August 31, 2011, with a TSR of 4.2%, assuming the reinvestment of dividends, vs. 1.1% for the S&P/TSX Composite Index and (4.6%) for the S&P/TSX Consumer Discretionary Index. During the year ended August 31, 2011, the return on the Company’s shares, including dividends, increased by 8% compared to a 7% increase in the S&P/TSX Composite Index and an 8% decrease in the S&P/TSX Consumer Discretionary Index. During the five year period ending August 31, 2011, the Company has increased the base salary of the NEO’s

by approximately 3% for an annual growth rate of less than 1%, which was below CPI for the period. Short-term incentives are linked to budgeted annual performance targets and, as a percentage of base pay, have remained unchanged over the five year period, while consolidated segment profit has increased from \$214 million to \$285 million and net income has increased from \$36 million to \$141 million over the same period. Long-term Incentive Plan (“LTIP”) percentages as a percentage of base pay have also remained fundamentally unchanged over the five year period. Prior to fiscal 2008, the LTIP percentage was comprised of one component. In fiscal 2008, the Company introduced a new LTIP which is allocated between three components: stock options, performance share units (“PSUs”) and deferred share units (“DSUs”) as outlined on page 17 under *Compensation Targets — Total Direct Compensation*.

LTIP payments are tied to TSR as outlined on page 32 under *Overview of Long-Term Incentive and Employee Share Purchase Plans* and PSUs, which comprise a minimum of 50% of the LTIP, only vest if the performance criteria are achieved during the performance period.

2011 COMPENSATION DECISIONS

Base Salary Increases

The Company implemented temporary cost reduction initiatives in fiscals 2010 and 2009 which included salary freezes, temporary salary reductions and unpaid days leave. These measures were discontinued at the start of fiscal 2011 and base salary reviews were conducted for Thomas Peddie, Douglas Murphy and D. Scott Dyer, taking into account the restructuring that was completed in May, 2010 as per page 18 under the heading *Compensation Changes as a Result of Restructuring*.

Short-Term Incentive Plan (STIP) Payments

Fiscal 2011 STIP payments were based on the achievement of annual Operating Plan financial thresholds and individual performance objectives in the fiscal year. Fiscal 2011 Operating Plan financial thresholds were exceeded, resulting in above target STIP payments for all NEOs. See pages 22 and 23 under *Short Term Incentive Awards* for further information.

Long-Term Incentive Plan (LTIP) Grants

Fiscal 2011 LTIP grants were based on each individual Participant's target award level as a percentage of base salary. See page 23 under *Long-Term Incentive Awards Granted in Fiscal 2011* for further information.

Long-Term Incentive Plan Payments

In fiscal 2011, two of the Company's LTIP grants vested, including the fiscal 2009 PSU and fiscal 2010 RSU grants. The performance period for the fiscal 2009 PSU and 2010 RSU grants ended August 31, 2011, however, the performance period occurred during the global financial market crisis which began on August 4, 2011, an event over which management had no control. The TSR for the 20 day period ended August 31, 2011 was 12.7% compared to 15.3% for the 20 day period ending August 3, 2011, just prior to the start of the global financial market crisis. The

Committee considered the 20 day performance period ended August 31, 2011 not to be a true reflection of the excellent financial and operating performance of the Company, which outperformed its peers over the three year period. Under the terms of the PSU Plan, the Committee exercised its discretion to base the payout for the PSU award on the TSR for the period ending August 3, 2011, which resulted in an above target award of 126% as opposed to a below target award of 89% had the payout been based on the TSR for the period ended August 31, 2011. Under the terms of the RSU Plan, the Committee exercised its discretion to base the payout for the RSU award on the 20 day VWAP ended August 3, 2011 for the same reasons as outlined above.

Short-Term Incentive Plan Overview

Short-term incentive plan ("STIP") awards are designed to deliver constantly improving operating performance on an annual basis, which increases long-term shareholder value. The Company's short-term incentive awards are paid as cash bonuses on an annual basis. Plan participants range from the NEOs to individual managers, with an amount payable based on a percentage of the executive's base salary within a range of 90% to 15%. Short-term incentive achievements are capped at 200%, which can only be realized upon a 30% overachievement of each of the financial target performance metrics.

The amount of the short-term award payable is tied to the achievement of annual Operating Plan (the "Plan") financial thresholds, which are designed to increase the level of the Company's financial performance over time to create shareholder value. The Plan is approved annually by the Board in July, based on the economic outlook at that time. The Committee also approves and reports to the Board the annual individual objectives concurrently.

Bonuses for personal objectives achieved are tied directly to Company or specific business segment plans, targets and strategies and are paid to the individual NEOs only if the financial target thresholds are met at minimum, even though the NEO may have achieved or exceeded their personal objectives during the fiscal year. Personal objectives are subject to a maximum payout of 100% of target. The Committee may use its discretion to increase or decrease the weighting on the amount based on individual performance measures.

STIP Thresholds as a Percentage of Base Salary

Participant	Payout at Min. Threshold (95% of Target)	Payout at Target Threshold (100% of Target)	Payout at Max. Threshold (130% of Target)
John Cassaday	45%	90%	170%
Thomas Peddie	30%	60%	110%
Heather Shaw	45%	90%	170%
Douglas Murphy	30%	60%	110%
D. Scott Dyer	25%	50%	90%

2011 STIP Performance Factors

For fiscal 2011, John Cassaday, Thomas Peddie, Heather Shaw and D. Scott Dyer were incented on the achievement of budgeted Earnings per Share (45%), budgeted consolidated free cash flow (45%) and individual objectives (10%), while Douglas Murphy was incented on the achievement of budgeted divisional segment profit (64%), budgeted consolidated free cash flow (20%) and individual objectives (16%). The Company believes that free cash flow, segment profit and Earnings per Share are strong indicators of shareholder value. Free cash flow is not a GAAP measure, but the Company provides a definition and reconciliation to GAAP in its quarterly and annual Management's Discussion and Analysis. The targets were approved by the Board of Directors prior to the commencement of the fiscal year.

In fiscal 2011, the Company provided financial guidance ranges for expected consolidated segment

The short-term incentive award targets and the payout achievement of these targets in fiscal 2011 for the NEOs of the Company are as follows:

Short-Term Incentive Awards — Corporate

Targets	Weighting	Fiscal 2011 Achievement as % of Target (Max. 200%)	Participant Name	Fiscal 2011 Payout as % of Base Salary
Budgeted Earnings Per Share	45%	147%	John M. Cassaday	136%
Budgeted Consolidated Free Cash Flow	45%	166%	Thomas C. Peddie	90%
			Heather A. Shaw	136%
Personal Objectives	10%	100%	D. Scott Dyer	75%

profit of \$285M-\$295M and consolidated free cash flow of \$100M+ to the investment community. The budgeted annual performance targets approved by the Board are within these ranges. Due to the annual provision of this guidance, disclosure of specific historical budgeted financial performance targets may impact current year investment community estimates and projections with respect to the financial performance of the Company, which could have an impact on the market price of the Company's shares. In addition, the Company does not, for competitive reasons, provide segment profit guidance by Division.

2011 Performance Overview

Earnings per Share was up 17% from last year and 15% above budget, which resulted in a payment of 147% of target for John Cassaday, Thomas Peddie, Heather Shaw and D. Scott Dyer.

Television segment profit was up 14% from last year and 7% above budget, resulting in an above target payment of 123% for Douglas Murphy.

Free cash flow from continuing operations was up 106%, after adjusting for the impact of business combinations in 2010, and 20% above budget, which resulted in a payment of 166% of target for all of the NEOs.

As all financial performance target thresholds were exceeded in 2011, personal objectives for all of the NEOs were paid at 100% of target.

Short-Term Incentive Awards — Business Segment

Targets	Weighting	Fiscal 2011 Achievement as % of Target (Max. 200%)	Participant Name	Fiscal 2011 Payout as % of Base Salary
Budgeted Segment Profit	64%	123%	Douglas D. Murphy	77%
Budgeted Consolidated Free Cash Flow	20%	166%		
Personal Objectives	16%	100%		

Long-Term Incentive Awards Granted in Fiscal 2011

Stock Options (“Options”)

In fiscal 2011, the NEOs were granted Options, as disclosed in the Summary Compensation Table, based on each individual Participant’s target award level as a percentage of base salary.

Performance Share Units (“PSUs”)

In fiscal 2011, the Participants were granted PSUs, as disclosed in the Summary Compensation Table, based on each individual Participant’s target award level as a percentage of base salary. The starting market price for performance measurement purposes on the date of the fiscal 2011 PSU grant, which is based on the 20 day volume weighted average price (“VWAP”) on the TSX as at August 31, 2010, was \$19.15. To reflect the return potential of the share price targets on the actual date of the grant, the Committee approved a discount of 20% to the starting market price. This discounted price of \$15.32 was then used for the sole purpose of calculating the number of PSUs to be granted. Share price targets of \$22, \$24 and \$27 were determined, in accordance with the terms of the amended PSU Plan as described on page 34 under the section entitled *Performance Share Unit Plan*. At the annual dividend rate of \$0.87 as at August 31, 2011, it is estimated that the dividend equivalent for vested PSUs would be \$2.48/PSU at the end of the 3 year vesting period. The Company achieved a 20 day volume weighted share price of \$22.01 on January 7, 2011, meeting the first share price target and resulting in the vesting of 1/3 of the PSUs granted. The performance period for the fiscal 2011 grant ends August 31, 2013 and, to date, it is projected that the award from this grant will be paid out at 33.3% for the Participants of the PSU Plan.

Deferred Share Units (“DSUs”)

In fiscal 2011, the Participants were granted DSUs, as disclosed in the Summary Compensation Table, based on each individual Participant’s target award level as a percentage of base salary. The DSU grant price for fiscal 2011 is based on the 20 day volume weighted average price (“VWAP”) on the TSX as at August 31, 2010, of \$19.15. At the annual dividend rate of \$0.87 as at August 31, 2011, it is estimated that the dividend equivalent would be \$4.22/DSU at the end of the 5 year vesting period.

In fiscals 2011 and 2010, the Committee awarded Douglas Murphy a special key employee retention grant of DSUs, as disclosed in the Summary Compensation Table, under the same terms as the existing DSU Plan except for the vesting period and vesting schedule of the grant. The DSUs will vest on the anniversary date of the grant each year over a 7 year period ending October 28, 2017 for the fiscal 2011 grant and October 22, 2016 for the fiscal 2010 grant, with a vesting schedule of 10%, 10%, 15%, 15%, 25% and 25% respectively. The price for the fiscal 2011 DSU grant is based on the TSX closing price as at October 28, 2010 of \$22.31 and for the fiscal 2010 DSU grant is based on the TSX closing price as at October 23, 2009, of \$17.50. At the current annual dividend rate of \$0.87 as at August 31, 2011, it is estimated that the dividend equivalent would be \$6.00/DSU for the fiscal 2011 grant and \$5.73/DSU for the fiscal 2010 grant at the end of the 7 year vesting period.

Restricted Share Units (“RSUs”)

In fiscal 2011, there were no RSUs granted to the NEOs or other members of executive management.

For a full description of the Company’s Long-Term Incentive Plans, please refer to the section entitled *Overview of Long-Term Incentive and Employee Share Purchase Plans* on page 32.

EXECUTIVE COMPENSATION

The following table sets forth the total compensation of the Chief Executive Officer, the Chief Financial Officer and the three other most highly compensated executive officers of the Company (collectively, the Named Executive Officers “NEOs”) for the three most recently completed fiscal years.

Table 5 — Summary Compensation Table

Name and Principal Position	Fiscal Year	Salary (\$) ⁽¹⁾	Share-Based Awards		Option-Based Awards ⁽⁴⁾ (\$)	Non-Equity Incentive Plan Compensation (\$)		Pension Value ⁽⁶⁾ (\$)	All Other ⁽⁷⁾ (\$)	Total Compensation (\$)
			PSU ⁽²⁾ (\$)	DSU ⁽³⁾ (\$)		Annual Incentive Plans ⁽⁵⁾ (\$)	Long-Term Incentive Plans (RSU) (\$)			
John M. Cassaday President and Chief Executive Officer	2011	901,250	900,816	450,025	450,775	1,222,799	861,600	143,000	294,156	5,224,421
	2010	847,262	901,357	450,005	450,189	1,361,879	—	2,583,000	133,031	6,726,723
	2009	836,761	875,160	437,848	437,561	—	—	149,000	159,504	2,895,834
Thomas C. Peddie Executive Vice President and Chief Financial Officer	2011	467,592	234,396	116,815	117,325	425,010	430,800	730,000	28,906	2,550,844
	2010	441,726	228,288	114,422	113,776	459,563	—	76,000	—	1,433,775
	2009	434,036	227,970	114,720	113,966	—	—	81,000	—	971,692
Heather A. Shaw Executive Chair	2011	849,750	778,317	383,000	382,850	1,152,925	861,600	149,000	91,568	4,649,010
	2010	798,847	721,723	361,098	360,558	1,284,057	—	100,000	—	3,626,283
	2009	788,946	722,160	361,368	360,893	—	—	115,000	61,501	2,409,868
Douglas D. Murphy⁽⁸⁾ Executive Vice President and President, Television	2011	438,045	225,204	862,980	112,575	344,360	280,020	320,000	15,908	2,599,092
	2010	366,277	127,223	749,998	62,497	263,263	—	—	—	1,569,258
	2009	359,901	125,460	—	63,199	—	—	14,000	—	562,560
D. Scott Dyer Executive Vice President, Shared Services and Chief Technology Officer	2011	383,212	96,516	47,875	47,975	290,716	280,020	359,000	15,714	1,521,028
	2010	359,094	123,656	—	61,295	496,754	—	—	—	1,040,799
	2009	352,843	123,930	—	61,818	—	—	14,000	—	552,591

- (1) For fiscals 2010 and 2009, represents the actual salary received, taking into account an income reduction equivalent of 3.2% of base salary for fiscal 2010 and 4.4% for fiscal 2009, which reflects 6 unpaid days leave and 5 unpaid days leave respectively, under the Company’s temporary cost reduction initiative, the impact of a freeze in base salaries for fiscal 2010 and a 5% temporary and voluntary reduction in salary for 8 months of fiscal 2009. Mr. Cassaday’s and Ms. Shaw’s base salaries were increased to \$955,325 and \$907,559 respectively for fiscal 2012, effective September 1, 2011.
- (2) Represents the award of performance-based units under the Performance Share Unit (“PSU”) Plan in fiscals 2011, 2010 and 2009. The grant date fair value is determined using the following assumptions:
- The 20 day volume weighted average price (“VWAP”) on the TSX as at August 31, 2010, was \$19.15, as at August 31, 2009, was \$14.86 and as at August 31, 2008, was \$19.12. The PSU price of \$15.32 for fiscal 2011, \$11.89 for fiscal 2010 and \$15.30 for fiscal 2009 includes a discount of 20% to the VWAP, which was approved by the Committee and reflects the return potential of the annualized total shareholder return (“TSR”) on the actual date of the grant.
 - The PSUs granted in fiscal 2011 have achieved their first target of \$22, resulting in 1/3 of the PSUs vesting during the fiscal year. The PSUs granted in fiscal 2010 will vest only if the TSR is equal to or greater than 10% at the end of the 3 year vesting period, as per the terms of the original PSU Plan.
 - The PSU value does not include the “dividend equivalent” which is payable, according to the terms of the PSU Plan, only at such time as the PSUs vest. It is estimated that the dividend equivalents for fiscals 2011 and 2010 would be \$2.48 and \$2.21, respectively, per PSU at the end of the 3 year vesting period. For fiscal 2009, the actual dividend equivalent at the August 31, 2011 vesting date was \$1.94 and this amount is reported in the 2011 “Other Compensation” column of the Summary Compensation Table.
- (3) Represents the award of Deferred Share Units (“DSUs”) in fiscals 2011, 2010 and 2009. The grant date fair value is determined using the following assumptions:
- The DSU grant price is based on the 20 day volume weighted average price (“VWAP”) on the TSX as at August 31, 2010, of \$19.15 for fiscal 2011, as at August 31, 2009, of \$14.86 for fiscal 2010 and as at August 31, 2008, of \$19.12 for fiscal 2009.
 - The DSU value does not include the “dividend equivalent” which is payable, according to the terms of the DSU Plan, only at such time as the DSUs vest. It is estimated that the dividend equivalents for fiscals 2011, 2010 and 2009 would be \$4.22, \$3.95 and \$3.68, respectively, per DSU at the end of the 5 year vesting period.

- (4) The Human Resources Committee retained the services of external compensation consultants who use Black-Scholes methodology to arrive at an estimated grant date fair value for stock option grants. For fiscal 2011, the Committee estimated the fair value to be \$4.75 per option; for fiscal 2010, the Committee estimated the fair value to be \$4.01 per option and; for fiscal 2009, the Committee estimated the fair value to be \$3.45 per option, based on the trading value and the risk profile at the time, to determine the number of options to actually be granted to the NEOs. The accounting fair value for fiscal 2011, for the options that were actually granted, was \$4.26; for fiscal 2010, for the options that were actually granted, was \$3.65 and; for fiscal 2009, for the options that were actually granted, was \$3.12, which was based on Black-Scholes methodology using assumptions and estimates which are disclosed in the Company's annual consolidated financial statements.
- (5) The fiscal 2011 achievement of short-term incentive targets is detailed under the "Short-Term Incentive Award" section of the Compensation Disclosure & Analysis ("CD&A"). In fiscal 2010, Mr. Dyer received an additional one-time bonus in recognition of his oversight role in the construction of and consolidation into the Company's new building, Corus Quay. In fiscal 2009, the NEOs voluntarily declined to receive the short-term bonus they would otherwise have been entitled to for meeting their targets, as part of a temporary cost reduction initiative.
- (6) Includes amounts contributed to the CEO SERP for Mr. Cassaday, SERP for Mr. Peddie and Ms. Shaw in fiscals 2011, 2010 and 2009, SERP for Mr. Murphy and Mr. Dyer in fiscal 2011 and the Defined Contribution Pension Plan for Mr. Murphy and Mr. Dyer in fiscals 2010 and 2009.
- (7) Aggregate "Other Compensation" is based on actual costs and taxable benefits in fiscals 2011, 2010 and 2009 if the perquisites exceeded \$50,000 for the respective fiscal years and, for fiscal 2011, the actual dividend equivalent of \$1.94 on the fiscal 2009 PSU grant which vested on August 31, 2011. Mr. Cassaday is entitled to perquisites, the Company portion of Employee Share Purchase Plan contributions and other benefits, including personal life insurance costs in the amount of \$50,000 for fiscals 2011, 2010 and 2009, in accordance with the terms of his employment agreement. Ms. Shaw received perquisites (which were less than \$50,000 in fiscals 2011 and 2010), the Company portion of Employee Share Purchase Plan contributions and other benefits, including Club membership costs in the amount of \$24,395 for fiscal 2009. All other NEOs are entitled to perquisites and other benefits according to Company policy.
- (8) Mr. Murphy was awarded a "special key employee grant" of Deferred Share Units ("DSUs") in fiscals 2011 and 2010. The grant date fair value is determined using the following assumptions:
 - i. The DSU grant price is based on the closing prices of \$22.31 on the TSX as at October 28, 2010, and \$17.50 on the TSX as at October 23, 2009.
 - ii. The DSU value does not include the "dividend equivalent" which is payable according to the terms of the DSU Plan only at such time as the DSUs vest. It is estimated that the dividend equivalent for the fiscal 2011 grant would be \$6.00 per DSU and for the fiscal 2010 grant would be \$5.73 per DSU at the end of the respective 7 year vesting periods.

Incentive Plan Awards

Table 6 sets out Options to purchase Class B Non-Voting Shares and share-based awards (PSUs, DSUs) granted by the Company to the NEOs and outstanding as at August 31, 2011.

Table 6 — Outstanding Option-Based and Share-Based Awards

Name	Option-Based Awards				Share-Based Awards	
	Number of Securities Underlying Unexercised Options (#)	Option Exercise Price (\$)	Option Expiration Date	Value of Unexercised In-The-Money Options ⁽¹⁾ (\$)	Number of Shares or Units of Shares that have not Vested (#)	Market or Payout Value of Share-Based Awards that have not Vested ⁽²⁾ (\$)
John M. Cassaday	94,900	22.310	26-Apr-2018	—	229,091	3,865,782
	3,273	18.950	13-Jul-2017	4,615		
	109,100	17.500	22-Apr-2017	312,026		
	126,700	17.620	21-Apr-2016	347,158		
	73,000	22.650	09-Jul-2015	—		
	200,000	16.125	01-Mar-2013	847,000		
Thomas C. Peddie	24,700	22.310	26-Apr-2018	—	58,700	987,356
	28,400	17.500	22-Apr-2017	81,224		
	33,000	17.620	21-Apr-2016	90,420		
	18,000	22.650	09-Jul-2015	—		
	60,000	16.125	01-Mar-2013	254,100		
	31,700	11.895	01-Mar-2012	268,341		
Heather A. Shaw	80,600	22.310	26-Apr-2018	—	189,504	3,168,377
	90,000	17.500	22-Apr-2017	257,400		
	104,500	17.620	21-Apr-2016	286,330		
	60,200	22.650	09-Jul-2015	—		
	260,000	11.895	01-Mar-2012	2,200,900		
Douglas D. Murphy	23,700	22.310	26-Apr-2018	—	107,774	1,994,651
	15,600	17.500	22-Apr-2017	44,616		
	18,300	17.620	21-Apr-2016	50,142		
	10,200	21.825	21-Jul-2015	—		
	25,000	11.895	01-Mar-2012	211,625		
D. Scott Dyer	10,100	22.310	26-Apr-2018	—	19,200	305,357
	15,300	17.500	22-Apr-2017	43,758		
	17,900	17.620	21-Apr-2016	49,046		
	10,000	21.825	21-Jul-2015	—		
	30,000	11.895	01-Mar-2012	253,950		

(1) Based on the TSX closing share price of \$20.36 per Class B Non-Voting Share as at August 31, 2011.

(2) Represents performance-based units granted under the Performance Share Unit (“PSU”) Plan in fiscals 2011 and 2010 and units granted under the Deferred Share Unit (“DSU”) Plan in fiscals 2011, 2010, 2009 and 2008. The PSU prices were \$15.32 in fiscal 2011 and \$11.89 in fiscal 2010. PSUs granted in fiscal 2011 reached their first performance target threshold of \$22.00 during the year and are assumed, for the purposes of this table, to payout at 33.3% on their vesting date of August 31, 2013. The PSUs granted in fiscal 2010 are assumed, for the purposes of this table, to payout at 100% of target for annualized total shareholder return (“TSR”). The value for all outstanding PSUs is based on the TSX closing price of \$20.36 per Class B Non-Voting Share as at August 31, 2011 times the expected performance factor achieved for the respective fiscal 2011 and 2010 PSUs on that date. The value shown for the PSUs does not include the “dividend equivalent” which is payable, according to the terms of the PSU Plan, only at such time as the PSUs vest. It is estimated that the dividend equivalent would be \$2.48 and \$2.21 per PSU for the fiscal 2011 and 2010 PSUs, respectively. The fiscal 2010 PSUs will only be paid out if the 3 year TSR is greater than 10% at the end of the performance period. The DSU grant price was \$19.15 for fiscal 2011, \$14.86 for fiscal 2010, \$19.12 for fiscal 2009 and \$24.51 for fiscal 2008. The value shown for the DSUs is based on the TSX closing price of \$20.36 per Class B Non-Voting Share as at August 31, 2011 and does not include the “dividend equivalent” which is payable, according to the terms of the DSU Plan, only at such time as the DSUs vest. It is estimated that the dividend equivalent would be \$4.22, \$3.95, \$3.68 and \$3.36 per DSU for the fiscal 2011, 2010, 2009 and 2008 DSUs respectively, at the end of the 5 year vesting period and, for Doug Murphy, \$6.00 and \$5.73 per DSU for his special DSU grants in fiscals 2011 and 2010, respectively at the end of the 7 year vesting period.

Table 7 sets out the values vested or earned during fiscal 2011 for options to purchase Class B Non-Voting Shares, and share-based incentive awards granted by the Company to the NEOs. Also included is the non-equity incentive plan compensation earned by the NEOs in fiscal 2011.

Table 7 — Short-Term and Long-Term Incentive Awards Value Vested or Earned

Name	Option-Based Awards — Value Vested During the Year ⁽¹⁾ (\$)	Share-Based Awards — Value Vested During the Year ⁽²⁾ (\$)	Non-Equity Incentive Plan Compensation — Value Earned During the Year ⁽³⁾ (\$)
John M. Cassaday	243,166	1,717,510	2,084,399
Thomas C. Peddie	62,324	447,394	855,810
Heather A. Shaw	197,438	1,417,246	2,014,525
Douglas D. Murphy	35,972	246,217	624,380
D. Scott Dyer	35,233	243,214	570,736

- (1) Aggregate value is based on the TSX closing share price on the Option vesting dates: \$21.52 per Class B Non-Voting Share as at October 22, 2010, \$21.74 per Class B Non-Voting Share as at October 25, 2010 (for Oct 23'10 vesting date), \$22.66 per Class B Non-Voting Share as at January 10, 2011 (for Jan 9'11 vesting date), \$23.60 per Class B Non-Voting Share as at January 13, 2011 and \$22.45 per Class B Non-Voting Share as at January 21, 2011.
- (2) PSUs granted in fiscal 2009 with a performance period ending August 31, 2011, have vested and were paid out at 126% of target using the TSX 20 Day VWAP as at August 3, 2011 of \$21.54. No other share-based awards reached the end of a performance period in fiscal 2011.
- (3) RSUs granted in fiscal 2010 vested on August 31, 2011 and were paid out based on the TSX 20 Day VWAP as at August 3, 2011 of \$21.54. The value of Non-Equity Incentive Plan Compensation also includes Short-term Incentive Plan compensation earned for fiscal 2011.

Table 8 sets forth securities authorized for issuance under all equity compensation plans as at August 31, 2011.

Table 8 — Securities Authorized for Issuance Under Equity Compensation Plans

Plan Category	Number of Securities to be Issued Upon Exercise of Outstanding Options, Warrants and Rights (#) (a)	Weighted-Average Exercise Price of Outstanding Options, Warrants and Rights (\$) (b)	Number of Securities Remaining Available for Future Issuance Under Equity Compensation Plans (Excluding Securities Reflected in Column (a)) (#) (c)
Equity compensation plans approved by security holders	2,244,773	16.68	5,658,153
Equity compensation plans not approved by security holders	—	—	—
Total	2,244,773	16.68	5,658,153

Pension Plans

The Company has implemented several pension plans for its employees as follows:

Defined Benefit Plan (“SERP”)

The Company has in place a Supplementary Executive Retirement Plan (“SERP”) for certain executives, including four NEO’s, Thomas Peddie, Heather Shaw, Douglas Murphy, D. Scott Dyer, and three other members of executive management. The SERP provides a defined benefit pension calculated as the product of 2.0% of the Participant’s highest average base salary earnings times credited service where highest average base salary earnings is defined as the highest average base monthly earnings over the most recently completed 36 consecutive months. SERP benefits began accruing for the Original Participants (Thomas Peddie and Heather Shaw) on September 1, 2007 and for the New Participants (Douglas Murphy, D. Scott Dyer and three other members of executive management) on September 1, 2010 and vest, for the Original Participants, on the later of age 55 or September 1, 2010 and, for the New Participants, on the later of 10 years of service as a member of executive management, age 55 or after September 1, 2013, but in any event, no later than age 65. Participants will receive credit for past service while they are a member of the Company’s executive management team, but past service will only vest when the participant either completes the same number of years of current service on a cliff vested basis or reaches age 65. Past service is calculated for the eligible NEOs as follows: Thomas Peddie, eight years; Douglas Murphy, six years and; D. Scott Dyer, six years and, to date, no past years of service have vested for any of the Original or New Participants. Maximum pension earnings will be capped at 40% of the final three year average base salary earnings. The normal form of payment is a lifetime pension guaranteed for ten years.

The key purpose of the SERP is to provide retirement benefits and to assist in retaining key executives. This latter goal is to be achieved through early retirement reductions of 5% per year before age 65 for the Participants and the vesting schedule, as described above.

In addition to the SERP, the Participants are members of a defined contribution plan (the “DC Plan”) which is available to all employees. The SERP benefits for Participants of the Plan are offset by contributions with interest made by the Company to the DC Plan.

Defined Benefit Plan (“CEO SERP”)

The Company implemented a new CEO Supplementary Executive Retirement Plan (“CEO SERP”) for John Cassaday (“the Participant”), effective January 13, 2010. The CEO SERP provides a defined benefit pension calculated as the product of 2.0% of the Participant’s highest average earnings times credited service where highest average earnings is defined as the highest average of base monthly earnings plus 50% of annual short-term incentive bonus at target over 36 consecutive months in the previous 120 months. CEO SERP benefits accrue from August 1, 1997 and vest 100% when the Participant attains age 62. The normal form of payment is a lifetime pension guaranteed for ten years.

The key purpose of the CEO SERP is to provide retirement benefits and to assist in retaining the Participant. This latter goal is to be achieved through a vesting schedule of 0% prior to age 60, 25% at age 60 and 50% at age 61. A minimum benefit equal to that which would have accrued under the SERP Plan, including early retirement reductions for the Participant of 5% per year before age 62, would be payable to the Participant if retirement occurred prior to age 60.

In addition to the CEO SERP, the Participant is a member of a defined contribution plan (the “DC Plan”) which is available to all employees. The CEO SERP benefits for the Participant of the Plan are offset by contributions with interest made by the Company to the DC Plan since August 1, 1997.

Defined Contribution Plan (“DC Plan”)

The Company provides all eligible non-unionized employees (collectively, “the Participants”), including the NEOs and certain members of executive management who participate in the SERP until such time as their SERP vests (collectively, the “SERP Participants”), with a defined contribution pension plan (also known as a money purchase plan). Under this plan, once Participants have reached their second anniversary of employment, the Company begins making annual contributions equal to 5% of each Participant’s eligible earnings to the annual maximum as determined under the *Income Tax Act*, which vest immediately. Funds are accumulated and invested in a personalized choice of funds under the Participant’s name. On retirement, the funds are used to purchase one of several types of financial instruments at the option of the Participant.

The Company's contributions to the Participant's DC Plan, which includes contributions made after the past service credit dates for the purposes of the SERP, are used to fund the individual Participant's SERP once vested.

The Company also has defined benefit plans in place for union employees in Ontario.

Table 9 estimates the total benefits accrued under the Defined Benefit (SERP & CEO SERP) and Defined Contribution Pension Plans for each NEO as at August 31, 2011 and is based on assumptions and methods used for reporting in the Company's financial statements.

Table 9 — Defined Benefit Pension Plan — SERP & CEO SERP (“DB Plan”)

Name	Number of Years of Credited Service ⁽¹⁾ (#)	Annual Benefits Payable ⁽²⁾ (\$)		Accrued Obligation at Start of Year ⁽¹⁾ (\$)	Compensatory Change (\$)	Non-Compensatory Change ⁽³⁾ (\$)	Accrued Obligation at Year End (\$)
		At Year End	At Age 65				
John M. Cassaday	14.1	365,000	551,000	3,767,000	143,000	116,000	4,026,000
Thomas C. Peddie	12.0	110,000	120,000	300,000	730,000	217,000	1,247,000
Heather A. Shaw	4.0	67,000	289,000	456,000	149,000	(15,000)	590,000
Douglas D. Murphy	7.0	56,000	175,000	0	320,000	66,000	386,000
D. Scott Dyer	7.0	52,000	153,000	0	359,000	88,000	447,000

- (1) Includes prior service granted in the SERP on September 1, 2010 for Mr. Peddie (8 years), Mr. Murphy (6 years) and Mr. Dyer (6 years) and prior service granted in the CEO SERP on January 13, 2010 for Mr. Cassaday (10.1 years).
- (2) Mr. Peddie is 100% vested in benefits accrued since September 1, 2007 and will fully vest in his prior service benefits at age 65. Ms. Shaw and Mr. Murphy's total benefits do not vest until age 55. Mr. Dyer's benefits accrued since September 1, 2010 do not vest until age 55 and his prior service benefits will vest at age 57. Mr. Cassaday's benefits will be 25% vested at age 60, 50% vested at age 61 and 100% vested at age 62.
- (3) Includes entire value of prior service granted at September 1, 2010 for Mr. Peddie, Mr. Murphy and Mr. Dyer.

Table 10 provides the Defined Contribution Pension Plan balances only for contributions made prior to September 1, 2007, for Heather Shaw and for contributions made prior to the past service credit dates for the purposes of the SERP for Douglas Murphy and D. Scott Dyer, all of whom are eligible members of the Defined Benefit Pension Plan (SERP) as at August 31, 2011.

Table 10 — Defined Contribution Pension Plan (“DC Plan”)

Name	Accumulated Value at Start of Year (\$)	Compensatory (\$)	Non-Compensatory (\$)	Accumulated Value at Year-End (\$)
John M. Cassaday	0	0	0	0
Thomas C. Peddie	163,000	0	(163,000) ⁽¹⁾	0
Heather A. Shaw	293,000	0	14,000	307,000
Douglas D. Murphy	102,000	0	(87,000) ⁽¹⁾	15,000
D. Scott Dyer	165,000	0	(96,000) ⁽¹⁾	69,000

- (1) Reflects a transfer from the DC Plan to the DB Plan (SERP).

Employment Agreements

The Company entered into an amended and restated employment agreement (the “Agreement”) effective January 13, 2010, with John M. Cassaday, President and Chief Executive Officer. The Agreement confirms Mr. Cassaday’s annual base salary is to be reviewed every two years, commencing September 1, 2011. In accordance with the Agreement, Mr. Cassaday’s base salary was recently reviewed and an increase to \$955,325, effective September 1, 2011, was approved by the Board. The Agreement also provides for a targeted short-term incentive bonus at 90% of his annual base salary. The Agreement provides for long-term compensation and retirement benefits in accordance with the terms of the executive incentive and retirement plans currently in place for executive management, namely the Stock Option Plan, Performance Share Unit Plan (“PSU Plan”), Deferred Share Unit Plan (“DSU Plan”) and the Defined Contribution Pension Plan (“DC Plan”) which are described on page 32 under *Overview of Long-Term Incentive Plans*. However, the Agreement stipulates that Mr. Cassaday agrees to waive any entitlement under the Supplementary Executive Retirement Plan (“SERP”) and, instead, he will participate in the new Supplementary Executive Retirement Plan for the CEO (“CEO SERP”) effective January 13, 2010. The target percentages for each element of total direct compensation for the President and Chief Executive Officer are detailed under the section entitled *Compensation Targets — Total Direct Compensation* on page 17. There is a provision for certain perquisites under the terms of the agreement, including the payment of life and disability premiums which are additional to those provided to the Company’s employees, up to a yearly maximum of \$50,000. The Agreement provides for severance payments in the event of termination of Mr. Cassaday’s services by the Company (for reasons other than cause) or for a termination within 6 months of change of control (which is defined as the acquisition of greater than 50.1% of the Company’s Class A Voting Shares), equal to two times the aggregate amount of his annual salary and short-term incentive bonus at target and a provision for the vesting of all previously awarded but unvested

Termination and Change of Control Arrangements

Except for the President and Chief Executive Officer, no other NEO has an employment agreement or any other contractual arrangement in place with the Company in connection with any termination or change of control event, other than the conditions provided in the compensation plans of the Company, as summarized in Table 11 — Termination and Change of Control Arrangements.

LTIP incentives granted under the Stock Option Plan, which are to be exercised within the greater of 60 days or 60 days from the end of the required blackout period in effect at the time of termination or termination within 6 months of change of control. The Agreement also specifies that on termination or termination within 6 months of change of control, all LTIP incentives granted under the DSU Plan and PSU Plan will be distributed to Mr. Cassaday in accordance with the applicable terms of the DSU Plan and PSU Plan and that Mr. Cassaday will be subject to the vesting provisions as defined under the CEO SERP. The Agreement does not provide for the continuation of any perquisites or other employment benefits following the termination date. In the event of termination, payment and benefit levels are determinable according to the above mentioned terms of Mr. Cassaday’s Agreement and are payable as a lump sum payment by the Company on termination. In addition, upon termination without cause or a change of control, the CEO SERP would immediately vest and Mr. Cassaday would accrue two years of additional service to a maximum age of 62. As a condition of receiving the CEO SERP, Mr. Cassaday committed to a non-solicitation agreement for a two year period following his termination or retirement from Corus. The term of the Agreement is until March 2015, when Mr. Cassaday reaches the age of 62.

In fiscal 2010, as part of the Company’s temporary cost reduction initiative, Mr. Cassaday voluntarily agreed to a temporary salary reduction equivalent to 3.2% of base salary for fiscal 2010, which reflects 6 unpaid days leave. He also agreed to the temporary defined contribution pension hiatus, effective June 1, 2009 until August 31, 2010, under which the Company would have contributed 5% of his eligible earnings to the annual maximum as determined by the *Income Tax Act*. In accordance with the fiscal 2010 freeze in base salary increases which was implemented as part of the Company’s temporary cost reduction initiative, Mr. Cassaday voluntarily agreed to waive the 3% increase in his base salary he would otherwise have been entitled to as of September 1, 2009, for the one year period ending August 31, 2010. His salary returned to \$901,250 in fiscal 2011 as per the terms of the Agreement.

Table 11 — Termination and Change of Control Arrangements

	Resignation	Termination for Cause	Involuntary Termination	Retirement	Change of Control
Stock Options	Exercise of vested options within 30 days of termination. The Board may extend the time period for exercise or accelerate the vesting of outstanding options at its discretion.	Options are immediately forfeited unless otherwise determined at the discretion of the Board.	Exercise of vested options within 30 days of termination. The Board may extend the time period for exercise or accelerate the vesting of outstanding options at its discretion.	Exercise of vested options within 36 months of retirement. The Board may accelerate the vesting of outstanding options at its discretion.	All options vest and must be exercised up to and including the earlier of a) 30 days succeeding the completion of a transaction or b) the expiry of a general offer to purchase.
Performance Share Units (PSUs)	PSUs that have not vested are forfeited.	PSUs that have not vested are forfeited.	If vesting occurs during the applicable notice period, PSUs vest. If vesting occurs after the applicable notice period, PSUs are forfeited.	PSUs continue to vest. Payable amount is prorated to date of retirement.	PSUs vest on a prorated basis to date of completion of change of control transaction. Payment is based on performance period ending on change of control date.
Deferred Share Units (DSUs)	DSUs that are not vested are forfeited.	DSUs that are not vested are forfeited.	If vesting would have occurred after the second anniversary of the termination date, DSUs are forfeited. All remaining DSUs vest on termination date.	DSUs that are not vested will vest on a pro-rated basis from the grant date to the retirement date. If retirement occurs at age 65 (or 62 for the President and CEO), all DSUs vest on the retirement date.	All outstanding DSUs vest.
Restricted Share Units (RSUs)	RSUs that have not vested are forfeited.	RSUs that have not vested are forfeited.	RSUs that have not vested are forfeited unless vesting occurs on or prior to the expiry of the Notice Period.	All outstanding RSUs vest.	All outstanding RSUs vest.
Defined Benefit Pension Plan (SERP)	Payment of vested benefits. Reduction of 5% per year if resignation is prior to age 65.	SERP benefits are forfeited.	Payment of vested benefits. Participant may receive credit for past service at the discretion of the Company. Reduction of 5% per year if termination is prior to age 65.	Payment of vested benefits. Reduction of 5% per year if retirement is prior to age 65.	SERP benefits immediately vest, including credit for past service if involuntarily termination occurs within six months of change of control. ⁽¹⁾
Defined Benefit Pension Plan (CEO — SERP)	Payment of vested benefits. If resignation is prior to age 60, reduction of 5% per year and entitlement to the annual vested pension benefits that would have accrued under previous SERP. If resignation is at age 60, 25% of entitlement under the CEO SERP would be vested and at age 61, 50% of entitlement under CEO SERP would be vested.	CEO SERP benefits are forfeited.	CEO SERP benefits immediately vest and two additional years of service accrue to a maximum age of 62.	Payment of vested benefits. If retirement is prior to age 60, reduction of 5% per year and entitlement to the annual vested pension benefits that would have accrued under previous SERP. If retirement is at age 60, 25% of entitlement under the CEO SERP would be vested and at age 61, 50% of entitlement under CEO SERP would be vested.	CEO SERP benefits immediately vest and two additional years of service accrue to a maximum age of 62.

(1) If there is an Involuntary Termination within 6 months following a change in the Company's leadership, which is defined as a change in the current CEO or if the Class B Non-Voting Shares of the Company are no longer publicly traded, SERP benefits immediately vest, including credit for past service.

Generally, severance entitlements, including short-term incentives, payable to NEOs other than Mr. Cassaday would be determined in accordance with applicable common law requirements. The following table illustrates the value of any incremental benefits which would be payable by the Company, dependent upon the various scenarios outlined in Table 11, under the Company's long-term incentive plans, pension and other compensation and benefits plans as at August 31, 2011. The Company may elect to pay these awards/benefits in a lump sum, unless otherwise determined as at the date of termination or change of control.

Table 12: Potential Value of Incremental Benefits Payable at Termination or Change of Control ⁽¹⁾

Name	Resignation (\$)	Termination for Cause (\$)	Involuntary Termination (\$)	Retirement ⁽²⁾ (\$)	Change of Control ⁽²⁾ (\$)
John M. Cassaday ⁽³⁾	4,580,939	273,000 ⁽⁵⁾	12,070,749	8,036,942	17,017,125
Thomas C. Peddie	1,251,957 ⁽⁴⁾	233,000 ⁽⁵⁾	1,251,957 ⁽⁴⁾	2,092,084 ⁽⁴⁾	3,401,017 ⁽⁶⁾
Heather A. Shaw	2,793,415 ⁽⁴⁾	385,000 ⁽⁵⁾	2,793,415 ⁽⁴⁾	5,477,783 ⁽⁴⁾	7,489,766 ⁽⁶⁾
Douglas D. Murphy	370,850 ⁽⁴⁾	123,000 ⁽⁵⁾	370,850 ⁽⁴⁾	985,916 ⁽⁴⁾	2,870,877 ⁽⁶⁾
D. Scott Dyer	479,413 ⁽⁴⁾	190,000 ⁽⁵⁾	479,413 ⁽⁴⁾	840,885 ⁽⁴⁾	1,225,964 ⁽⁶⁾

- (1) Incremental benefits at Termination or Change of Control are determined according to entitlements disclosed in Table 11 (Termination and Change of Control Arrangements) and based on the August 31, 2011, TSX closing price of \$20.36.
- (2) The PSUs issued in fiscal 2011 achieved the first performance target and the two year TSR for PSUs issued in fiscal 2010 was 29.5% as at August 31, 2011. The theoretical value for the purposes of this table only is based on achieving 33% and 150% performance thresholds respectively as at August 31, 2011.
- (3) The CEO SERP does not vest 100% for Mr. Cassaday until age 62, thus the pension value is based on the greater value of his vested benefit in the CEO SERP and the vested benefit as if he were still accruing services in the SERP. Under the involuntary termination and change of control scenario, the CEO SERP benefits vest 100% and Mr. Cassaday accrues two additional years of service.
- (4) Mr. Peddie is 100% vested in benefits accrued since September 1, 2007 and will fully vest in his prior service benefits at age 65; Ms. Shaw and Mr. Murphy's total SERP benefits do not vest until age 55 and; Mr. Dyer's benefits accrued since September 1, 2010 do not vest until age 55 and his prior service benefits will vest at age 57, thus the only pension benefit payable upon voluntary or involuntary termination is from the Defined Contribution Plan, which is vested as at August 31, 2011.
- (5) Under the termination for cause scenario, the NEOs would only be entitled to benefits from the Defined Contribution Plan, which is vested as at August 31, 2011.
- (6) Mr. Peddie is 100% vested in benefits accrued since September 1, 2007 and will fully vest in his prior service benefits at age 65; Ms. Shaw and Mr. Murphy's total SERP benefits do not vest until age 55 and; Mr. Dyer's benefits accrued since September 1, 2010 do not vest until age 55 and his prior service benefits will vest at age 57, thus the pension amount provided is the value earned but not vested as at August 31, 2011, and would be payable only in the event of change of control.

Overview of Long-Term Incentive and Employee Share Purchase Plans

The Company's Long-Term Incentive Plan ("LTIP") is designed to encourage and reward outstanding performance by plan participants, including the NEOs, when certain performance measures are met, with the overall objective of creating significant Total Shareholder Return ("TSR") on an ongoing basis. The LTIP is also designed to facilitate the attraction and retention of senior management. There are four components of the Company's LTIP: Stock Options, Performance Share Units ("PSUs"), Deferred Share Units ("DSUs") and Restricted Share Units ("RSUs"). Individual grants are based on each individual Participant's target award level as a percentage of base salary. The Committee does not

take into account the amount or terms of previously issued long-term incentive awards when determining the amount of long-term incentive awards, if any, granted to senior executive officers in each year. The Committee may, at its discretion, vary its relative weightings for each executive from year to year.

Stock Option Plan

The Board adopted a proposed stock option plan (the "Stock Option Plan") on November 23, 1999, which was subsequently amended and ratified by the shareholders of the Company at the 2007 Annual and Special Meeting. On February 1, 2008, the Company divided each issued and outstanding Class A participating share and Class B non-voting participating share in the capital of the Company on

a two-for-one basis, which resulted in the doubling of the number of stock options outstanding as at February 1, 2008, while the strike price for existing options was reduced by one-half. As required by the TSX, the Stock Option Plan must be presented to the shareholders of the Company for ratification of the unallocated entitlements under an evergreen plan every three years. Such ratification was last obtained at the Company's 2010 Annual and Special Meeting. The Stock Option Plan will next be presented to the shareholders of the Company for ratification of the unallocated entitlements under its evergreen plan at the Company's 2013 Annual and Special Meeting.

In fiscal 2011, no amendments were made to the Stock Option Plan.

The Board may amend the Stock Option Plan at its discretion and shareholder approval will not be required for any amendments to the Plan, save and except for any amendments related to:

- 1) Amendments to the amendment provisions of the Stock Option Plan;
- 2) the maximum number of Shares which are reserved for issuance under the Stock Option Plan (and under any other security based compensation arrangement); and
- 3) a reduction in the exercise price for Options held by insiders and/or an extension to the term of Options held by insiders.

Any other amendment can be made by the Board without shareholder approval and may include, without limitation, amendments relating to:

- 1) the vesting provisions of the Plan or any Option granted thereunder;
- 2) the exercise price or option period of the Plan or any Option granted thereunder for non-insiders;
- 3) the early termination provisions of the Plan or any Option;
- 4) the addition of any form of financial assistance by the Company for the acquisition of shares by all or certain categories of participants; and
- 5) the subsequent amendment of any such provision whether or not the same is more favourable to the participants, the curing of any ambiguity, error or omission in the Plan, the suspension or termination of the Plan or any other amendment, whether fundamental or otherwise, not requiring shareholder approval under applicable law.

Under the Stock Option Plan, Options to purchase Class B Non-Voting Shares may be granted from time to time by the Board to directors, officers and employees of and consultants to the Company and its subsidiaries (collectively, the "Participants"). The purpose of the Stock Option Plan is to provide an incentive, in the form of a proprietary interest in the Company, to Participants who are in a position to contribute materially to the successful operation of the Company, to increase their interest in the Company's welfare and to provide a means through which the Company can attract and retain outstanding executive talent. Generally, Options are granted to certain members of senior management, including the NEOs, on an annual basis as part of the Company's annual compensation review process. The Committee retains the services of external compensation consultants to arrive at a grant date fair value which is estimated, based on Black-Scholes methodology for Option grants, as disclosed in the Summary Compensation Table. The size of the Option grant, if any, which is approved by the Committee, is based on this estimate. The Company uses the Black-Scholes method to determine the accounting fair value of Options and the key assumptions and estimates for this calculation are disclosed in the Company's annual consolidated financial statements.

The Company does not provide any financial assistance to Participants to facilitate the purchase of Class B Non-Voting Shares under the Stock Option Plan

The Stock Option Plan is administered by the Board with delegated authority to the Human Resources Committee of the Board and the Options granted may not have terms exceeding 10 years from the date of grant. Unless otherwise determined by the Board, the Options are not immediately exercisable, but rather 25% of the original grant vests and is exercisable on each of the first, second, third and fourth anniversary of the date of grant. Options granted to Participants expire on the later of the expiry date or ten trading days following the expiration of a black-out period, should the expiry date fall within a black-out period or within nine trading days immediately following a black-out period. In the event of Termination or Change of Control, Options would expire according to the provisions of the Stock Option Plan which are summarized in Table 11 — Termination and Change of Control Arrangements. The exercise price of each Option issued must be at not less than their fair market value, which is defined as being the closing

price of the Class B Non-Voting Shares on the TSX on the trading day immediately preceding the date on which the Option is granted or, if such shares are not then listed and posted for trading on the TSX, such other exchange or published market selected by the Board upon which the Class B Non-Voting Shares may be listed and posted for trading. If the Class B Non-Voting Shares did not trade on such date, then the fair market value will be the closing price of the Class B Non-Voting Shares on the relevant exchange on the last previous day on which a sale is reported.

The Stock Option Plan provides that the maximum number of Class B Non-Voting Shares issuable upon the exercise of Options shall not exceed such number which represents ten (10%) of the issued and outstanding Class B Non-Voting Shares. As a result, should the Company issue additional Class B Non-Voting Shares in the future, the number of Class B Non-Voting Shares issuable under the Stock Option Plan will increase accordingly. The Stock Option Plan of the Company is considered an “evergreen” plan, since the Class B Non-Voting Shares covered by Options which have been exercised shall be available for subsequent grants under the Stock Option Plan. Pursuant to amendments made to the Stock Option Plan, the participation by insiders pursuant to the Stock Option Plan is restricted such that the aggregate number of Class B Non-Voting Shares issuable under the Stock Option Plan, combined with all Class B Non-Voting Shares issuable under all other security based compensation arrangements, to insiders, cannot exceed ten (10%) percent of the issued and outstanding Shares at any time; and the number of Shares issued to insiders in the aggregate within any one year period under the Stock Option Plan and all other security based compensation arrangements cannot exceed ten (10%) percent of the issued and outstanding Shares. The number of Shares issuable under Options granted to any eligible individual, within a one year period, under the Stock Option Plan and all other security compensation arrangements, cannot exceed five (5%) percent of the issued and outstanding Shares at any time.

Options may not be assigned or transferred by a Participant, otherwise than by will or the laws of descent and distribution during the lifetime of the Participant.

Since the inception of the Stock Option Plan, 10,741,047 Options have been granted, of which 3,290,042 have either expired or been forfeited and 5,206,232 have been exercised. As at August 31, 2011,

2,244,773 options are currently outstanding, representing 2.8% of the issued and outstanding Class B Non-Voting Shares. There are currently no entitlements under the Stock Option Plan which were previously granted but subject to ratification by the shareholders of the Company.

Performance Share Unit Plan (“PSU Plan”)

Effective September 1, 2007, the Company implemented a new component to its long-term incentive award program in the form of Performance Share Units (“PSUs”). The purpose of the PSU Plan is to align the Participants’ long-term incentives with TSR and to provide a means to attract and retain outstanding executive talent. PSUs are granted on an annual basis at a “starting market price” which is normally based on the 20 day volume weighted average price on the TSX of the Company’s shares for the period ending August 31 of each fiscal year. PSU grants are eligible to accrue “dividend equivalent” units over the life of the PSU, when a cash dividend is paid on Class B Non-Voting Shares, as if they were enrolled in the Dividend Reinvestment Plan of the Company. The PSU Plan is not considered a security-based compensation arrangement under Section 613 of the TSX Company Manual, as awards are settled solely in cash and payable only if the vesting criteria are achieved.

The Company established a three year annualized TSR target of 13.5% for the participant to achieve a 100% payout under the PSU Plan for the fiscal 2010 and 2009 grants. If the three year annualized TSR is less than 10%, there is no payment even though there may have been an increase in shareholder value over the performance period.

The payout criteria for these grants are as follows:

TSR	Performance Factor
17.0% or more	150%
13.5%	100%
10.0%	50%
Below 10%	N/A (no payout)

In fiscal 2011, the Company amended the PSU Plan payout and vesting criteria for all new grants as follows:

- 1) Annual performance targets are now expressed as share price targets, as opposed to TSR percentages which are based on three year

annualized TSR of 13.5%. The maximum payout is now capped at 100%.

- 2) Vesting terms of the PSU Plan have been amended such that if a performance target is reached within the three year performance period, based on the best consecutive 20 day volume weighted average price for each year's measurement period, the PSUs will vest according to the following schedule:

PSU Vesting Schedule — Fiscal 2011 Grant

Performance Measure <i>TSR Share Price Target</i>	Year 1	Year 2	Year 3
\$22.00	1/3 of PSUs vest	1/3 of PSUs vest (if not achieved in Year 1)	1/3 of PSUs vest (if not achieved in Year 1 or 2)
\$24.00		Up to 2/3 of PSUs vest (if not achieved in Year 1)	Up to 2/3 of PSUs vest (if not achieved in Year 1 or 2)
\$27.00			Up to 2/3 of PSUs vest (if not achieved in Year 1 or 2)
Maximum Total Payout			Up to 100% of PSU grant

In fiscal 2011, the Participants were granted PSUs, as disclosed on page 23 under *Long-Term Incentive Awards Granted in Fiscal 2011*.

In fiscal 2010, the Participants were granted PSUs, as disclosed in the Summary Compensation Table, based on each individual Participant's target award level as a percentage of base salary. The starting market price for performance measurement purposes on the date of the fiscal 2010 PSU grant, taking into account a Human Resources Committee approved 20% discount to the starting market price which was applied to reflect the return potential of the TSR on the actual date of the grant, was \$11.89. The two year TSR for the fiscal 2010 grant was 29.5%, however, a payout will only be achieved if the three year TSR is greater than 10%. The performance period for the

fiscal 2010 PSU grant ends August 31, 2012 and, to date, it is projected that the award from this grant will be paid out at target for the Participants of the PSU Plan.

In fiscal 2009, the Participants were granted PSUs, as disclosed in the Summary Compensation Table, based on each individual Participant's target award level as a percentage of base salary. The starting market price for performance measurement purposes on the date of the fiscal 2009 PSU grant, taking into account a Board approved 20% discount to the starting market price which was applied to reflect the return potential of the TSR on the actual date of the grant, was \$15.30. The performance period for the fiscal 2009 PSU grant ended August 31, 2011 and the award was paid out at 126% of target for the Participants of the PSU Plan based on the August 3, 2011 20 Day VWAP of \$21.54, as disclosed on page 21 under *2011 Compensation Decisions: Long Term Incentive Plan Payments*. The dividend equivalent received of \$1.94 per PSU is disclosed in the *All Other Compensation* column of the Summary Compensation Table for fiscal 2011.

The Company had in place, but discontinued in fiscal 2011, a similar performance-based long-term incentive plan for certain management employees ("the Participants"), excluding senior executive officers and the NEOs, which rewarded share price performance over a 3 year period and was based on the attainment of a minimum share price appreciation target of 16% for each grant using the TSX share price as at August 31 of each year as the starting benchmark. Each incremental threshold of 16% compounded over a three-year period is paid to the Participants in cash at the end of the term. The payment is based on the closing price on the TSX as at August 31 three years hence. The Participant must be employed by the Company at the end of the performance period to be eligible for a payout under the Plan. The last performance period under this old plan will expire August 31, 2012. In fiscal 2011, eligible Participants began receiving PSUs under same PSU Plan as the NEOs, as described on page 19 under *Other Key Changes in 2011*.

Senior Management's Deferred Share Unit Plan ("DSU Plan")

Effective September 1, 2007, the Company implemented a new component to its long-term incentive award program in the form of Deferred Share Units ("DSUs"). The purpose of the Plan is to provide a retention incentive and enhance retirement

benefits which also align with share price performance over the long term. DSUs are granted, on an annual basis, at the 20 day volume weighted average share price on the TSX for the period ending August 31 of each fiscal year. DSU grants are eligible to accrue “dividend equivalent” units over the life of the DSU when a cash dividend is paid on Class B Non-Voting Shares as if they were enrolled in the Dividend Reinvestment Plan of the Company. The DSUs vest 100% on the earlier of (a) the fifth anniversary of the date of the grant or (b) the date on which the Participant turns 65 or, in the case of John Cassaday, age 62.

The DSU Plan is not considered a security-based compensation arrangement under Section 613 of the TSX Company Manual, as vested awards are settled solely in cash and payable only if the vesting criteria are achieved. In addition, the vested DSUs are not eligible for redemption until termination of employment or retirement occurs. The first DSU grant will vest on September 1, 2012 for Participants of the Plan.

In fiscal 2011, the Participants were granted DSUs, as disclosed on page 23 under *Long-Term Incentive Awards Granted in Fiscal 2011*.

In fiscal 2010, the Participants were granted DSUs, as disclosed in the Summary Compensation Table, based on each individual Participant’s target award level as a percentage of base salary. The DSU grant price for fiscal 2010 is based on the 20 day volume weighted average price (“VWAP”) on the TSX as at August 31, 2009, of \$14.86. At the annual dividend rate of \$0.87 as at August 31, 2011, it is estimated that the dividend equivalent would be \$3.95/DSU at the end of the 5 year vesting period.

In fiscal 2009, the Participants were granted DSUs, as disclosed in the Summary Compensation Table, based on each individual Participant’s target award level as a percentage of base salary. The DSU grant price for fiscal 2009 is based on the 20 day volume weighted average price (“VWAP”) on the TSX as at August 31, 2008, of \$19.12. At the annual dividend rate of \$0.87 as at August 31, 2011, it is estimated that the dividend equivalent would be \$3.68/DSU at the end of the 5 year vesting period.

Directors Deferred Share Unit Plan: Officer Participation

On October 26, 2006, the Board amended the Directors’ DSU Plan to include senior officers of the

Company. Under the amendment, senior officers could allocate a portion of their potential annual performance incentive to the DSU Plan. The amendment was made to promote increased share ownership in the Company. Four senior officers currently participate in the Directors’ DSU Plan.

Restricted Share Unit Plan (“RSU Plan”)

Effective October 21, 2009, the Company implemented, for certain senior executives including the NEOs (“the Participants”), a new, non-equity based component to its long-term incentive award program in the form of restricted share units (“RSUs”). The RSUs are granted on an ad hoc basis, and solely at the discretion of the Board, to attract and retain senior executives and to reward exceptional performance during the fiscal year. The RSU Plan provides for 100% vesting of the RSUs on December 15th of the third calendar year following the date of the grant unless an earlier date is established by the Board at their discretion. The value of an RSU is equivalent to the 20 Day Volume Weighted Average Price (“VWAP”) on the TSX as at the vesting date and the RSUs do not attract dividend equivalents over the vesting period. The RSU Plan is not considered a security-based compensation arrangement under Section 613 of the TSX Company Manual, as vested awards are settled solely in cash and payable only if the vesting criteria are achieved.

In fiscal 2010, Participants were granted RSUs, as per the following table, in recognition of the collective contribution of the Participants to the Company’s solid performance over the past several years. In determining the number of units granted to each participant, the Committee took into consideration the level of responsibility of each Executive in contributing to the solid performance of the Company. The Committee established a vesting date of August 31, 2011, for this RSU grant and vested units were settled in cash in September 2011, for all Participants meeting the vesting criteria. The value of each RSU was determined by the Committee to be the Company’s 20 Day VWAP on the TSX as at August 3, 2011. See page 21 under *2011 Compensation Decisions: Long Term Incentive Plan Payments* for further details.

The following chart illustrates the number of RSUs granted to the NEOs in fiscal 2010 and vested as at August 31, 2011.

Participant	Fiscal 2010 RSUs
John M. Cassaday	40,000
Thomas C. Peddie	20,000
Heather A. Shaw	40,000
Douglas D. Murphy	13,000
D. Scott Dyer	13,000

Employee Share Purchase Plan

An employee share purchase plan (the “ESPP”) was introduced by the Company to provide employees of the Company (“Participants”) with an incentive to increase the profitability of the Company and as a means to participate in that increased profitability. Generally, all non-unionized full-time employees of the Company and certain of its subsidiaries are

eligible to enroll in the ESPP. Officers of the Company, including the NEOs, are entitled to participate in the ESPP on the same basis as all other employees of the Company.

Under the ESPP, each Participant contributes, through payroll deductions, a minimum of \$25.00 per semi-monthly pay period or \$50.00 per monthly pay period to a maximum of 5% of the Participant’s monthly basic compensation. For management employees in job grades 1 through 5, the Company contributes an amount equal to 25% of the Participant’s contributions for that month. For employees in non-management job grades 6 through 12, the Company contributes an amount equal to 35% of the Participant’s contributions that month. Solium Capital, as trustee under the ESPP, acquires Class B Non-Voting Shares solely at market price for the benefit of Participants through the facilities of the TSX using monies contributed to the ESPP. A Participant may withdraw up to 100% of the shares vested in his or her account once in any 12-month period without penalty.

INDEBTEDNESS OF DIRECTORS, EXECUTIVE OFFICERS AND SENIOR OFFICERS

Certain officers of the Company are currently indebted to the Company in connection with the purchase of Class B Non-Voting Shares, Corus Senior Subordinated Notes and relocation housing and investment loans. All of the loans to directors, executive officers and senior officers were granted prior to July 31, 2002. The loans granted by the Company to such directors or officers do not bear interest and are repayable to the Company in annual installments. Should termination of employment occur for any reason, the full amount outstanding would immediately be due and payable. The

Company has either obtained a mortgage on the personal residence of each such director or officer in the full amount of the loan to such director or officer as security for such indebtedness or retained a promissory note and the relevant Class B Non-Voting Shares as security against the indebtedness. The aggregate amount of such indebtedness as of the date hereof was \$341,500 as detailed in Table 13. No other director or officer of the Company is or has been indebted to the Company. Table 14 sets forth details of individual indebtedness to Corus.

Table 13 — Aggregate Indebtedness During the Twelve Months Ended November 15, 2011

Purpose	To the Company or its Subsidiaries	To Another Entity
Share Purchases	\$111,500	Nil
Other	\$230,000	Nil

Table 14 — Indebtedness Under Securities Purchase Program and Other Programs

Name and Principal Position	Involvement of Company or Subsidiary	Largest Amount Outstanding During Fiscal 2011 (\$)	Amount Outstanding as at November 15, 2011 (\$)	Financially Assisted Securities Purchases During Fiscal 2011 (#)	Security for Indebtedness	Amount Forgiven During Fiscal 2011 (\$)
John M. Cassaday President and Chief Executive Officer	Lender	11,921	0	Nil	(1)	Nil
James Johnston General Manager, Corus Radio Peterborough/Kingston/ Cornwall	Lender	57,000	28,500	Nil	(1)	Nil
Chris Pandoff Executive Vice President, Corus Radio	Lender	54,500	27,000	Nil	(1)	Nil
Thomas C. Peddie Executive Vice President and Chief Financial Officer	Lender	112,000	56,000	Nil	(1)	Nil
Total Securities Purchase Programs			111,500			
John M. Cassaday President and Chief Executive Officer	Lender	250,000	230,000	Nil	(2)	Nil
Total Other Programs			230,000			

- (1) The loan has a 10-year term from December 1, 2001, with annual installments and is secured by Class B Non-Voting Shares.
- (2) Secured by Class B Non-Voting Shares and a residential mortgage, with annual installments.

DIRECTORS' AND OFFICERS' SHAREHOLDINGS

As of November 15, 2011, the directors and senior officers of the Company beneficially own, directly or indirectly, or exercise control or direction over 53.1% of the issued and outstanding Class A Voting Shares and 4.1% of the issued and outstanding Class B Non-Voting Shares. The Class A Voting Shares held by Heather Shaw and Julie Shaw are included in the total of JR Shaw's holdings pursuant to the Voting Trust Agreement.

DIRECTORS' AND OFFICERS' INSURANCE

Corus has purchased an insurance policy for its directors and officers and for the directors and officers of its controlled subsidiaries which covers any liability incurred by them while acting in their capacity as such in respect of wrongful acts, errors or omissions. The aggregate policy limit in fiscal 2011 was U.S. \$30 million with a corporate retention limit of U.S. \$250,000 million on Indemnifiable Losses and U.S. \$500,000 million on U.S. Securities Claims. The annual premium is approximately U.S. \$253,000.

DIVIDEND REINVESTMENT PLAN

In fiscal 2009, the Company implemented a Dividend Reinvestment Plan ("DRIP"), for registered holders of its Class A Voting Shares and Class B Non-Voting Shares who are residents of Canada ("eligible participants"). The DRIP allows eligible participants to acquire additional Class B Non-Voting Shares through reinvestment of the cash dividends paid on their respective shareholdings.

On September 29, 2009, the Company announced that its Board of Directors had approved the issuance of shares from treasury at a two percent discount from the average market price, pursuant to the terms of its DRIP, effective November 1, 2009.

NORMAL COURSE ISSUER BID

The Company currently has a Normal Course Issuer Bid in place for the purchase of up to 3,900,000 or approximately 5% of its Issued and Outstanding Class B Non-Voting Shares as at May 31, 2011. As of November 15, 2011, the Company has acquired 377,400 Class B Non-Voting Shares at an average price of \$20.54. The Normal Course Issuer Bid expires June 15, 2012.

U.S. SECURITIES AND EXCHANGE COMMISSION (SEC) DEREGISTRATION

In fiscal 2010, the Company announced its intention to voluntarily delist its Class B Non-Voting Shares from the New York Stock Exchange (NYSE) and subsequently, its Class B Non-Voting Shares were delisted from the NYSE on August 5, 2010. The Company continued to meet its U.S. Securities and Exchange Commission (SEC) reporting obligations until it filed to terminate registration of its Class B Non-Voting Shares with the SEC on August 16, 2011, as permitted under the SEC rules, and no longer had any reporting obligations with the SEC effective as at that date.

PARTICULARS OF OTHER MATTERS

Management knows of no matters to come before the Meeting other than the matters referred to in the Notice of Meeting. However, if any other matters which are not now known to management should properly come before the Meeting, the proxy will be voted upon such matters in accordance with the best judgment of the person voting the proxy.

2012 SHAREHOLDER PROPOSALS

Shareholder proposals must be submitted no later than October 5, 2012, to be considered for inclusion in next year's Management Information Circular for the purposes of the Company's 2012 Annual Meeting of Shareholders.

ADDITIONAL INFORMATION

Corus will provide to any person or company, upon written request to the Director, Corporate Communications, of the Company, at Corus Quay, 25 Dockside Drive, Toronto, Ontario, M5A 0B5, a copy of:

- (a) its latest Annual Information Form, together with one copy of any document or pertinent pages of any documents incorporated therein by reference;
- (b) its comparative audited consolidated financial statements for the year ended August 31, 2011, together with the report of its auditors thereon and related Management's Discussion and Analysis ("MD&A"), and any interim statements filed subsequently and related MD&As;
- (c) its Notice and Management Information Circular for its last Annual Meeting of Shareholders, together with one copy of any document or pertinent pages of any documents incorporated therein by reference; and
- (d) its Annual Report for its last Annual Meeting of Shareholders.

This information and any material press releases relating to the Company can be found on SEDAR at www.sedar.com.

Financial information for the fiscal year ended August 31, 2011, for the Company is provided in the Company's comparative consolidated financial statements and MD&A.

CERTIFICATE

The contents of this Circular and the sending thereof to the shareholders of the Company have been approved by the Board.

Toronto, Ontario, December 13, 2011.

By Order of the Board of
Directors



JOHN M. CASSADAY
President and Chief Executive
Officer

STATEMENT OF CORPORATE GOVERNANCE PRACTICES

The Board of Directors of the Company (the “Board”) endorses the principle that sound corporate governance practices (“Corporate Governance Practices”) are important to the proper functioning of the Company and the enhancement of the interests of its shareholders. The Board regularly assesses emerging best Corporate Governance Practices and is committed to being an adopter of such practices.

The Company, as a Canadian reporting issuer with securities listed on the Toronto Stock Exchange (“TSX”), has adopted Corporate Governance Practices which comply with rules adopted by the Canadian Securities Administrators (the “CSA”).

The CSA adopted National Policy 58-201 *Corporate Governance Guidelines* (“NP 58-201”) and National Instrument 58-101 *Disclosure of Corporate Governance Practices* (“NI 58-101”) effective June 30, 2005 and the Company is in full compliance with these requirements.

In fiscal 2010, the Company announced its intention to voluntarily delist its Class B Non-Voting Shares from the New York Stock Exchange (NYSE) and subsequently, its Class B Non-Voting Shares were delisted from the NYSE on August 5, 2010. The Company terminated registration of its Class B Non-Voting Shares with the U.S. Securities and Exchange Commission (SEC) effective August 16, 2011, and no longer has any reporting obligations with the SEC effective as at that date.

The Company has ensured and will continue to ensure that its practices are in accordance with all applicable Corporate Governance requirements in Canada.

This statement of Corporate Governance Practices, prepared as at August 31, 2011, is made in accordance with NI 58-101 and was prepared by the Corporate Governance Committee of the Board and approved by the Board.

Board of Directors

Disclose the identity of directors who are independent.

The independent directors of the Company are Fernand Bélisle, Dennis Erker, Carolyn Hursh,

Wendy Leaney, Susan Mey, Ronald Rogers, Catherine Roozen and Terrance Royer. None of these directors work in the day-to-day operations of the Company, are party to any material contracts with the Company or receive any material fees other than as directors. In addition, the Board believes that all of these directors are independent and free from any interests in or relationships with the significant shareholder or any of its affiliates.

Disclose the identity of directors who are not independent and describe the basis for that determination.

The Board is responsible, through the Corporate Governance Committee, for determining whether or not each director is independent. An analysis of all relationships of the directors with the Company and its subsidiaries is conducted in making this determination. On that basis, three directors of Corus have been identified as non independent as follows: John Cassaday, the President and Chief Executive Officer of the Company, Heather Shaw, the Executive Chair and a daughter of JR Shaw and Julie Shaw, Vice-Chair, an employee of Shaw Communications Inc. and a daughter of JR Shaw.

The Company is indirectly controlled by JR Shaw, the significant shareholder of the Company, who beneficially owns, controls or directs, through a Voting Trust Agreement, 2,906,496 Class A Voting Shares, which includes shares held by Heather Shaw and Julie Shaw and which amount to approximately 84.6% of the issued and outstanding Class A Voting Shares of the Company.

Disclose whether a majority of directors are independent.

The Board has determined that eight of the eleven directors of the Company are independent.

If a director is presently a director of any other issuer that is a reporting issuer in a jurisdiction or a foreign jurisdiction, identify both the director and the other issuer.

Corporate directorships for each director of the Company are listed in Table 1 — Director Nominees.

Disclose whether or not the independent directors hold regularly scheduled meetings at which non-independent directors and members of management are not in attendance. If the independent directors hold such meetings, disclose the number of meetings held since the beginning of fiscal 2011.

At each meeting of the Board and its Committees, regular in-camera meetings occur without management present, which allows for private and more open discussions. In addition, at least twice annually, the independent directors meet without members of management or non-independent directors in attendance. The Independent Lead Director, Terrance Royer, serves as Chair for the Board in camera sessions and the meetings of independent directors. The independent Chair of each Committee conducts in camera sessions at all regularly scheduled meetings. In fiscal 2011, the number of such meetings is disclosed in Table 3 — Summary of Meetings for Directors in fiscal 2011.

Disclose whether or not the chair of the board is an independent director. If the board has a chair or lead director who is an independent director, disclose the identity of the independent chair or lead director, and describe his or her role and responsibilities.

The Corporate Governance Committee is responsible for monitoring the Board's relationship with management, the CEO and the Executive Chair. Heather Shaw, Executive Chair of the Company and Chair of the Board, is not an independent director. The Company has instituted structures and processes to facilitate the functioning of the Board independently of management when needed.

In keeping with the Company's commitment to best Corporate Governance Practices, the Company maintains separation between the positions of Executive Chair and Chief Executive Officer of the Company. In addition, effective January 22, 2004, the Board appointed Terrance Royer as Independent Lead Director for the Company. The Independent Lead Director was appointed to perform, on an interim basis, the duties of the Chair and Vice-Chair of the Board in their absence and to ensure that there is a process available to deal with issues or comments which any director may have in relation to the independence and overall functioning of the Board and its Committees. The Independent Lead Director meets with the President and CEO on an annual basis and Chairs all meetings of the Independent members of the Board.

Disclose the attendance record of each director for all board meetings held since the beginning of fiscal 2011.

The Board meeting attendance record for each director of the Company in fiscal 2011 is listed in Table 1 — Director Nominees.

Board Mandate

Disclose the text of the board's written mandate.

The Board of Directors has adopted a written Charter which is attached to this Information Circular as Schedule A.

The Board acts in accordance with:

- The *Canada Business Corporations Act*
- The Company's Articles of Incorporation and By-laws
- The Company's Code of Conduct
- The Charters of the Board and its Committees
- Other applicable laws and Company policies

The Board has explicitly assumed responsibility for the stewardship of the Company and discharges its responsibilities either directly or through its Committees. In addition to fulfilling its statutory requirements, the Board oversees and reviews: (i) the strategic, operating and capital plans, financial budgets and financial performance against goals; (ii) the principal risks and the adequacy of systems and procedures to manage these risks; (iii) management development, succession planning and compensation and benefit policies; (iv) major acquisitions, strategic investments and alliances and business development initiatives; (v) the Company's communications policies; (vi) the Company's Corporate Governance Practices; (vii) the formal written policy articulating executive limitations on the authority of the executives regarding the conduct of the business; and (viii) the integrity of the Company's internal control and management information systems. This mandate is to be carried out in a manner that protects the Company's value and provides ongoing benefit to shareholders.

In addition, all matters of policy and all actions proposed to be taken by the Company which are not in the ordinary course of its operations require prior approval of the Board or of a Board Committee to which appropriate authority has been delegated by the Board. In particular, the Board approves the appointment of all executive officers, the long-term strategic plans of the Company and the annual operating and capital plans.

Strategic Planning Process

The Board of Directors meets at least once annually for a strategy session. In addition, the Board holds meetings from time to time which focus on specific strategic matters. In fiscal 2011, the Board met for a strategic planning session and also reviewed the strategy each quarter in the light of current business and other conditions.

Identification of Principal Risks

The Board is responsible for oversight and management of the principal risks of the Company and ensuring that there are systems in place to effectively monitor and manage these risks. The Company has a formalized enterprise risk management process in place through its Risk Management Committee, which is mandated to identify, manage and monitor the business risks that impact the Company's business.

The Risk Management Committee (the "Committee") is comprised of eleven senior managers from across the organization with all key operating divisions and functions represented. The Committee meets on a quarterly basis to review financial, hazard, operational and strategic risks to the Company. The likelihood and impact of these risks are ranked on a high, medium and low basis. These are then submitted to and reviewed with the Disclosure Committee, which is comprised of nine members of the Company's executive/management team. Finally, the Chief Executive Officer and Chief Financial Officer complete a review of the risks prior to the Board's quarterly risk review process.

Succession Planning

The Board is responsible for choosing the President and Chief Executive Officer, appointing senior management and monitoring the performance and development of all senior management employees. The Company has a formal succession planning and performance measurement process which identifies key performers, on an annual basis, throughout all levels of the organization. The results of this process are reviewed at least annually with the Board. Corus believes in the development of its people and furthers that goal through its internally created Corus University and President's Council.

Communications Policy

The Disclosure Committee has been mandated by the Board to ensure that internal procedures are in

place to facilitate effective communication between the Company, its stakeholders and the public. The Board approves annual and quarterly reports, including press releases and financial guidance. The Company promptly provides full and plain disclosure of all material information, as required by law. The Company also holds quarterly meetings with analysts and institutional investors by telephone conference call and an Annual Investor Day, all of which are open to the financial press as well as to the public (through simultaneous webcasting). The Company maintains a website at www.corusent.com on which it posts all press releases and other information which shareholders would find helpful. Investor and shareholder concerns are addressed on an ongoing basis by the Chief Financial Officer's office.

Integrity of Internal Control

The Board and Audit Committee are responsible for supervision of the reliability and integrity of the accounting principles and practices, as well as the financial reporting and disclosure practices followed by management. The Audit Committee is responsible for ensuring that management has established an adequate system of internal controls. The Audit Committee maintains practices and processes to ensure compliance with applicable laws. The Company's external auditors report to the Audit Committee and the Board on a regular basis including, at least quarterly, a report on matters relating to internal control.

In fiscal 2004, the Company began the process of documenting and evaluating its internal control processes to enable it to certify the effectiveness of the Company's internal control over financial reporting as of August 31, 2006. The Audit Committee reviews the progress of this process on a quarterly basis. The Company has certified the design and operating effectiveness of its disclosure controls and procedures and its internal control over financial reporting for each fiscal year from fiscal 2006 — present.

Position Descriptions

Disclose whether or not the board has developed written position descriptions for the chair and the chair of each board committee. Disclose whether or not the board and CEO have developed a written position description for the CEO.

The Board has approved position descriptions for the Chairs of the Audit, Corporate Governance and Human Resources Committees, as well as the

Chairman, Vice-Chair and Independent Lead Director which are reviewed on an annual basis by the Corporate Governance Committee.

The CEO establishes objectives which are reviewed and subsequently approved by the Human Resources Committee and then reviewed by the full Board. These objectives include the general mandate to maximize shareholder value and to fulfill the strategic plans of the Company. The Committee reviews performance against these objectives at least annually.

Orientation and Continuing Education

Briefly describe what measures the board takes to orient new directors regarding (i) the role of the board, its committees and its directors, and (ii) the nature and operation of the issuer's business.

New directors and any current directors wishing a refresher course attend a full day orientation session which includes a detailed overview of the Company's strategy, business segment operations, finances, technologies and regulatory operating environment.

Educational opportunities provided to the directors in fiscal 2011 are noted in the table below:

Fiscal 2011 Board Education

Subject	Attendees	Timing
Corporate governance updates including emerging best practices and developments in securities regulations. In fiscal 2011, specific topics covered were changes in executive compensation disclosure.	Corporate Governance Committee	Quarterly
Audit governance, emerging best practices and IFRS updates	Audit Committee	Quarterly
Compensation trends, benchmark comparative analysis, information on new executive compensation disclosure requirements, and pension plan governance issues	Human Resources Committee	Quarterly
Technology of Corus Quay	Entire Board	October 2010
Program Purchases and Amortization	Entire Board	January 2011
The TLN Plan for Growth	Entire Board	April 2011
The Changing TV Landscape	Entire Board	July 2011

In addition, all Board members are provided with a highly detailed director's manual which includes Charters of the Board and its Committees, governance practices and compliance, industry regulatory framework, corporate policies and operational information. This manual is updated annually, or more frequently as necessary.

Briefly describe what measures, if any, the board takes to provide continuing education for its directors.

The Company has a formal and scheduled ongoing education process for its directors, which is reviewed and approved by the Corporate Governance Committee on a quarterly basis, relating to corporate and industry initiatives. Senior management also makes regular quarterly presentations to the Board on the main areas of the business. In addition to these ongoing programs directors may be reimbursed, up to a lifetime maximum of \$7,500 and with pre-approval from the Executive Chair, for external educational programs to assist in their development as a director of the Company.

Ethical Business Conduct

Disclose whether or not the board has adopted a written code for the directors, officers and employees. If the board has adopted a written code: (i) disclose how a person or company may obtain a copy of the code; (ii) describe how the board monitors compliance with its code; and (iii) provide a cross-reference to any material change report filed since the beginning of the issuer's most recently completed financial year that pertains to any conduct of a director or executive officer that constitutes a departure from the code.

The Company has adopted a Code of Conduct (the "Code") which applies to all of its employees, officers and directors. The Code and Charters of the Board and its Committees can be found on the Company's website at www.corusent.com in the Investor Relations section. All directors and officers of the Company, including the Chief Financial Officer and Chief Executive Officer, confirm their compliance with the Code on an annual basis. There were no waivers of the Code in fiscal 2011. The Company, through a third party, also maintains a 24-hour employee hotline for the submission of complaints related to accounting, internal controls or ethical issues. Reports are reviewed quarterly by the Audit, Corporate Governance and Human Resources Committees of the Board.

Describe any steps the board takes to ensure directors exercise independent judgement in considering transactions and agreements in respect of which a director or executive officer has a material interest.

The Corporate Governance Committee has a quarterly formal review process in place for any transactions and agreements that may occur between the Company and its directors, officers, shareholders and other related parties. In addition, transactions and agreements may be discussed during in camera sessions and meetings of the Independent members of the Board. If a director or executive officer has a material interest in any transaction or agreement with the Company, they do not participate or otherwise interfere with any decisions made by the Company.

Describe any other steps the board takes to encourage and promote a culture of ethical business conduct.

The Company has adopted a Disclosure Policy, Respect at the Workplace Policy and Insider Trading guidelines which govern the conduct of employees,

officers and directors. These policies and guidelines are reviewed by the appropriate Committees of the Board on an annual basis.

Nomination of directors

Describe the process by which the board identifies new candidates for board nomination.

The Corporate Governance Committee has the mandate to recommend new candidates for the Board, review credentials of nominees for election, recommend candidates for filling vacancies on the Board, recommend candidates for Independent Lead Director and ensure qualifications are maintained.

The Corporate Governance Committee conducts an annual review and makes recommendations to the Board regarding the composition, size and structure of the Board and its Committees. In identifying candidates for election or appointment to the Board, the Committee recognizes the benefits of diversity and seeks to select candidates whom, by virtue of their differing skills, areas of expertise, professional and personal backgrounds, geographic location and independence, are best able to contribute to the direction of the business and affairs of the Company.

Disclose whether or not the board has a nominating committee composed entirely of independent directors. If the board does not have a nominating committee composed entirely of independent directors, describe what steps the board takes to encourage an objective nomination process.

The members of the Corporate Governance Committee are Carolyn Hursh (Chair), Terrance Royer and Julie Shaw. Two members of the Committee, Carolyn Hursh and Terrance Royer, are independent. In considering new nominations to the Board, the Committee reviews names and CVs which are submitted to the Committee and interviews are conducted by one or more Committee members. To encourage an objective nomination process, the Committee reviews the Company's Board competencies grid to determine if any gaps exist that might be filled by the candidates under consideration. The candidates' background is also scrutinized to determine whether or not there are any interlocking directorships with current directors and to ensure that the candidate does not serve on any other audit committee if they are under consideration for such a position with the Company.

Describe the responsibilities, powers and operation of the nominating committee.

The Corporate Governance Committee has a mandate to develop the Company's approach to all aspects of corporate governance in accordance with emerging best practices and applicable regulatory requirements. The full Charter of the Corporate Governance Committee is available in the Investor Relations section of the Company's website at www.corusent.com.

The Committee is responsible for assessing the effectiveness of the Board, its Committees and individual directors and recommending to the Board any changes, as required. The Committee conducts an annual review of the mandate, size and composition of the Board and its Committees to ensure the appropriate structure is in place to address the Company's governance requirements. A formal survey of the directors is also conducted every two years and reviewed by the Committee as part of the assessment process.

The Committee recommends appropriate nominees for election to the Board and ensures new directors receive appropriate orientation and materials. Development opportunities are reviewed by the Committee and recommended to the Board with the objective of providing continuing education to existing directors.

The Committee recognizes the desirability of directors being able to consult outside professional advisors and has developed a process to facilitate obtaining such advice at the expense of the Company in appropriate circumstances.

Compensation

Describe the process by which the board determines the compensation for the issuers's directors and officers.

The Corporate Governance Committee reviews and recommends to the Board proposals for the remuneration of directors. The Committee considers time commitment, responsibilities and fees paid by the Company's peer group in determining remuneration to ensure the Company continues to retain and attract the best individuals. Directors may receive their compensation in the form of deferred stock units, cash or a combination of the two.

The Human Resources Committee reviews, approves and reports to the Board the compensation of the senior executives of the Company, including the NEOs. The performance of the Company and its individual executive officers during the fiscal year is taken into consideration when the Committee conducts its annual executive compensation review, in support of the Company's pay-for-performance philosophy. The Committee also takes into consideration the compensation of similar positions within the Company's comparator group to ensure that the level of executive compensation is competitive and effective in attracting and retaining outstanding executive talent.

Disclose whether or not the board has a compensation committee composed entirely of independent directors.

The members of the Human Resources Committee are Terrance Royer (Chair), Dennis Erker and Susan Mey. All members of the Committee are independent.

Describe the responsibilities, powers and operation of the compensation committee.

The Human Resources Committee has a mandate to oversee the effectiveness of the Company's compensation policies and processes in fostering fair and competitive compensation.

The Committee is responsible for reviewing the design and competitiveness of the Company's overall compensation and benefits program and for reviewing and recommending to the Board for approval the Company's executive compensation policies. The Committee, in particular, reviews, approves and reports to the Board the compensation of the senior executives of the Company, including the NEOs.

Additional responsibilities include reviewing the Company's management development and succession planning for its senior executives and reviewing and recommending to the Board the appointment of all executive officers.

The full Charter of the Human Resources Committee is available in the Investor Relations section of the Company's website at www.corusent.com.

If a compensation consultant or advisor has, at any time since the beginning of fiscal 2011, been retained to assist in determining compensation for any of the issuer's directors and officers, disclose the identity of the consultant or advisor and briefly summarize the mandate for which they have been retained. If the consultant or advisor has been retained to perform any other work for the issuer, state that fact and briefly describe the nature of the work.

Individual directors or Committees may hire outside advisors at the Company's expense, subject to approval by the Executive Chair, as required, in connection with the fulfillment of their duties and responsibilities as part of the approval process. In fiscal 2011, the Human Resources Committee retained the services of Mercer (Canada) Ltd. and Hugessen Consulting Inc. for advice and counsel on executive compensation trends, benchmark comparative analysis, information on new executive compensation disclosure requirements and pension plan governance issues. The total fees paid in fiscal 2011 and approved by the Executive Chair amounted to approximately \$233,000 for Hugessen Consulting Inc. and \$63,000 for Mercer (Canada) Ltd.

Audit Committee

The Audit Committee is mandated to oversee the retention, independence, performance and compensation of the Company's independent auditors and the establishment of the Company's risk management, internal controls and information systems. The Audit Committee is permitted and encouraged to consult with management, internal auditors and external auditors on matters related to the Company's annual audit and certain internal procedures.

The Committee's responsibilities include receiving and approving the Company's quarterly consolidated financial statements, financial reporting procedures, internal audit plan and the external audit plan, terms of engagement and fees of the external auditors. The Committee monitors the performance of the Company's internal and external auditors and also, in particular, is responsible for ensuring the adequacy and effectiveness of internal control over financial reporting and information systems. The Committee reviews and recommends for approval, the annual consolidated financial statements prior to their approval by the Board.

The members of the Audit Committee are Ronald Rogers (Chair), Wendy Leaney and Fernand Bélisle. All of the Committee members are independent and financially literate, as per the CSA requirements of National Instrument 52-110 ("NI 52-110").

The full Charter of the Audit Committee is available in the Company's Annual Information Form (AIF) and in the Investor Relations section of the Company's website at www.corusent.com.

Other Board Committees

If the board has standing committees other than the audit, compensation and nominating committees, identify the committees and describe their function.

Executive Committee

Subject to the Company's Articles of Incorporation, the Executive Committee has been delegated all of the powers that may be delegated to an Executive Committee under the Company's governing statute, being the *Canada Business Corporations Act*. The Executive Committee meets only on an "as needed" basis to address timely issues when it is not possible to convene a meeting of the entire Board.

The members of the Executive Committee are Heather Shaw (Chair), John Cassaday, Terrance Royer, Carolyn Hursh and Ron Rogers. Ms. Shaw and Mr. Cassaday are non independent directors.

Assessments

Disclose whether or not the board, its committees and individual directors are regularly assessed with respect to their effectiveness and contribution. If assessments are regularly conducted, describe the process used for the assessments.

The Corporate Governance Committee is mandated to monitor the quality of the relationship between management and the Board of Directors, to assess the effectiveness of the Board, its Committees and individual directors and to recommend improvements to enhance the effectiveness of the Board. The Corporate Governance Committee has adopted a formal process in this regard and, every two years, conducts a survey of directors on effectiveness of the operations of the Board and their respective Committees and a director's self evaluation using an outside and independent resource. The independent resource compiles the survey data and highlights, for the Corporate Governance Committee, areas of strengths and those areas which could be strengthened.

It is also the responsibility of the Chair of the Board to ensure effective operation of the Board in fulfilling its mandate. The Chair of the Board discusses directly with the Chair of each Committee, the mandate and functioning of the respective Committees. Recommendations from the Committees regarding their effectiveness are reviewed with the Corporate Governance Committee.

SCHEDULE A — BOARD OF DIRECTORS CHARTER

Part I: Overview

The *Canada Business Corporation Act* (the “Act”), Corus Entertainment Inc.’s (the “Company” or “Corus Entertainment”) governing statute, provides “that the directors shall manage or supervise the management of the business and affairs of a corporation...”. While the board of directors (the “Board”) cannot “manage” a company such as Corus Entertainment in the sense of directing its day-to-day operations, the Board is responsible for approving the overall strategic direction and policy framework for Corus Entertainment. This responsibility is discharged through Board oversight of Corus Entertainment’s management, which is responsible for the day-to-day conduct of the business. The Board, through the Chief Executive Officer (CEO), sets standards of conduct, including the Company’s general moral and ethical tone, compliance with applicable laws, standards for financial practices and reporting, qualitative standards for operations and products and other standards that reflect the views of the Board as to the conduct of the business in the best interests of the Company. The Board also establishes guidelines for its own performance.

In general, then, the Board is responsible for the selection, monitoring and evaluation of the CEO, and for overseeing the ways in which Corus Entertainment’s affairs are managed. In this way, the Board assumes responsibility for the stewardship of the Company. Specific responsibilities which facilitate the discharge of the Board’s stewardship responsibilities include: the strategic planning process, risk oversight and management, ensuring that an effective stakeholder communication policy is in place, and ensuring the integrity of internal controls and management information systems. These responsibilities, and others, are addressed in more detail in the Board’s Mandate, comprising Part III of these Terms of Reference.

The Board of Directors discharges its responsibilities with the assistance of Board Committees. The Committees advise and formulate recommendations to the Board, but except in limited and specifically identified circumstances, do not have the authority to approve matters on behalf of the Board of Directors. Each Committee has a written charter, setting out the scope of its operations, and its key roles and responsibilities.

The CEO of Corus Entertainment is delegated the responsibility for the day-to-day management of the Company and for providing the Company with strategic leadership. The CEO discharges these responsibilities by formulating Company policies and proposed actions, and, where appropriate, presenting them to the Board for approval. The Board has plenary power in all areas, delegates to management, and has the power to specify and modify the authority and duties of management as it sees fit, with a view to Corus Entertainment’s best interests and in accordance with current standards. The Act also identifies certain matters, which must be considered by the Board as a whole and may not be delegated, even to a Committee of the Board or to a managing director. These matters include:

- any submission to the shareholders of a question or matter requiring the approval of the shareholders;
- the filling of a vacancy among the directors or in the office of the external auditor;
- the manner of and terms for the issuance of securities;
- the declaration of dividends;
- the purchase, redemption or any other form of acquisition of shares issued by the Company;
- the payment of a commission to any person in consideration of the purchase or agreement to purchase shares of the Company from the Company or from any other person, or procuring or agreeing to procure purchasers for any such shares;
- the approval of management proxy circulars;
- the approval of any take-over bid circular or directors’ circular;
- the approval of the audited annual financial statements of the Company; and
- the adoption, amendment or repeal of By-laws of the Company.

One of the key stewardship responsibilities of the Board is to approve the Company’s goals, strategies and plans, and the fundamental objectives and policies within which the business is operated, and evaluate the performance of executive management. Once the Board has approved the goals, strategies

and plans, it acts in a unified and cohesive manner in supporting and guiding the CEO. The CEO keeps the Board fully informed of the progress of the Company towards the achievement of its goals, strategies and plans, in a timely and candid manner, and the Board of Directors continually evaluates the performance of executive management toward these achievements.

Part II: Guidelines

The following have been adopted by the Board as the guidelines applicable to the Board and its operations:

- These Terms of Reference for the Board of Directors and the mandates of the Board Committees, are approved by the Board and reviewed on a regular basis.
- The responsibilities of the CEO are set by the Board. The CEO is responsible for leading the development of long-range plans for the Company, including its goals and strategies. The Board, both directly and through its Committees, participates in discussions regarding strategy, by responding to the same and contributing ideas. The Board annually reviews and approves the Company's long range plan and annual business plan (including budgets).
- The Board believes that the appropriate size for the Board is between ten and fourteen members. There are currently 11 directors, a number which the Board believes is appropriate and facilitates effective decision-making.
- Directors stand for re-election annually.
- The Board maintains a policy permitting directors to retain outside advisors at the expense of the Company, subject to the written approval of the Board Chair. In exercising this approval authority, the Board Chair will establish, on a case by case basis, reasonable monetary limits and other controls as deemed appropriate.
- The Board is comprised of a majority of unrelated directors⁽¹⁾. The membership of the CEO on the Board of Directors is valuable and conducive to effective decision making, and as a general matter of policy, should continue.

(1) An unrelated director is a director who is independent of management and free from any interest and any business or other relationship which can, or could reasonably be perceived to, materially interfere with the director's ability to act with a view to the best interests of the Company (including affiliated companies), other interests or relationships resulting from shareholdings in the Company.

- The Board supports the separation of the role of Chair from the role of CEO.
- The Board will evaluate the performance of the CEO at least annually. The evaluation will be based on criteria which includes the performance of the business and the accomplishment of the CEO's qualitative and quantitative objectives as established at the beginning of each fiscal year of the Company.
- The Chair works with the CEO to establish the agenda for each Board meeting. Each Board member is free to suggest the inclusion of items on the agenda. Whenever feasible, important issues are dealt with over the course of two meetings. The first such meeting would allow for a thorough briefing of the Board, and the second would allow for final discussion and a decision.
- The Board meets at least quarterly, with an additional meeting to be scheduled for approval of the annual proxy circular, annual information form and other annual disclosure documents, as necessary.
- Whenever feasible, the Board receives materials at least one full weekend in advance of meetings. Presentations on specific subjects at Board meetings will only briefly summarize the material sent so that discussion can focus on questions regarding the proposals.
- The Board encourages the CEO to bring other executive officers into the Management section of the Board meetings. The presence of such executives is expected to bring additional insights into the discussions, because of the executives' personal involvement in, and knowledge of, specific agenda items. The benefit of exposing the Board to other executives, for succession planning and career development purposes, is recognized.
- The Board is responsible for assessing the performance and effectiveness of Directors on Board Committees and of the Board as a whole. The Board delegates the assessment process to the Corporate Governance Committee. The Corporate Governance Committee reports and makes recommendations to the Board on the

In general, this means that an unrelated director is neither a present or former employee of the Company and has no significant financial or personal tie to the Company other than share ownership and the entitlement to director's fees. A director who is a former employee ceases to be a related director three years after cessation of employment with the Company, provided that the director otherwise qualifies at that time as an unrelated director.

assessments. The Chair works with the Corporate Governance Committee to ensure proper Board composition and succession and the Corporate Governance Committee reports to the Board on the same.

- The Corporate Governance Committee will assess Board effectiveness on a biennial basis.
- The Board, through the Corporate Governance Committee, reviews on an annual basis the appropriate skills and characteristics required of Board members in the context of the current make-up of the Board and objectives of the Company. This assessment will include issues of geography, age, experience, gender, independence, and skills all in the context of an assessment of the perceived needs of the Board and the Company at that point in time.
- The Audit Committee will consist entirely of outside and independent directors.
- From time to time the Board may create ad hoc committees to examine specific issues on behalf of the Board. The Chair and CEO are also an ex-officio, non-voting members of those Committees of the Board of which they are not a listed member.
- The Human Resource Committee reviews and reports to the Board annually on the Corporation's succession plan for senior management positions including the Corporation's succession plan for the position of President and Chief Executive Officer.
- At the conclusion of each Board meeting, the Board of Directors may choose to meet on an "in camera" basis without management. The Chair and the CEO should debrief on the substance of the in camera session.

Part III: Mandate of the Board of Directors

Goals of the Board

The major goals and responsibilities of the Board are to:

- Establish policy direction and the fundamental objectives of the Company;
- Supervise the management of the business and affairs of Corus Entertainment;
- Oversee and manage the principal risks of Corus Entertainment's business, and ensure that there are systems in place to effectively monitor and manage these risks;

- Protect and enhance the assets of the shareholders of the Company and look after their interests in general;
- Ensure the continuity of the Company by assuming responsibility for the appointment of and succession to the office of the CEO, enforcing the articles and By-laws and by seeing that an effective Board is maintained.
- Make all decisions that are not delegable, as specifically provided for in the Act.

Provide leadership and direction for the Corporation in establishing and maintaining a high standard of corporate ethics and integrity.

Major Duties

The major duties of the Board are to:

1. Foster the long-term success of Corus Entertainment. Honour its fiduciary obligation to shareholders by ensuring that the best interests of Corus Entertainment and its shareholders prevail over any individual business interests of any member of the Board. Represent and safeguard the interests of all shareholders while recognizing that the interests of employees, customers, suppliers, and the general public must also be taken into account for the enterprise to continue being able to serve its owners. Monitor and work to improve return on, security of, and prospects for enhancement of the value of shareholder investment.
2. Determine and control in broad terms the purposes, goals, activities and general characteristics of Corus Entertainment. These duties range from establishing objectives, the scope of operations, and fundamental strategies and policies, to declaring dividends and approving annual budgets, major capital investments, mergers and acquisitions, the issuance or retirement of stock, and other specific actions that are likely to have a substantial effect on the Company or that the Board is legally required to approve. Review with management the mission of the Company, its objectives and goals, and the strategies it proposes to use to achieve them. Monitor the Company's progress toward its goals and plans, and assume responsibility to revise and alter the Company's direction where warranted.
3. Appoint a CEO, monitor and evaluate his performance, provide for adequate succession to

that position, and replace the CEO when appropriate. Appoint the other senior officers of the Company, and monitor their performance, ensuring that there is adequate succession to their positions, and that they are replaced when appropriate.

4. Ensure that the CEO is achieving acceptable current financial results relative to corporate objectives, budgets, and the economic environment, and is developing the resources necessary for future success. These resources include:
 - management competence, organization and depth;
 - fixed assets;
 - marketing capability — customer loyalty, distribution organization, market knowledge and so on;
 - work force and employee relations;
 - financial resources, including relations with the financial community; and
 - reputation.
5. Establish an overall compensation policy for the Company and monitor its implementation with special attention devoted to the executive group. Review the policy from time to time to ensure that it continues to be appropriate.
6. Oversee corporate financial operations, including:
 - capital structure management, maintaining reasonable financial flexibility and safety while achieving an appropriate return on equity;
 - financial results reporting;
 - allocation of assets, providing for increased investment in areas of high return while withdrawing funds from areas producing inadequate returns;
 - maintaining access to suitable sources of new capital;
 - pension funds and other major employee benefit programs;
 - dividend pay-out policy and action;
 - selection of outside auditors for approval by the shareholders; and
- insurance.
7. Oversee and manage the principal risks of the Company's business and ensure implementation and monitoring of systems to effectively manage these risks.
8. Implement and ensure that systems are in place to monitor and maintain the integrity of the Company's internal control and management information systems.
9. Ensure that the Company has in place appropriate environmental, health and safety policies, having regard to legal, industry and community standards, and ensure implementation of management systems to monitor the effectiveness of those policies.
10. Ensure that systems are in place for communication and relations with stakeholder groups, including, but not limited to, shareholders, the investing public, employees, the financial community, and the communities in which Corus Entertainment operates, as well as the Canadian Radio-television and Telecommunications Commission. Monitor system effectiveness and significant sensitive and legally required communications.
11. Ensure that the Company has systems in place which accommodate stakeholder feedback.
12. Collectively and individually respond constructively to requests for advice and assistance from the CEO.
13. Identify and appoint a Vice Chair.
14. Identify and appoint a lead independent director.
15. Provide leadership and policy direction to management with a view to establishing and maintaining a high standard of legal and ethical conduct for the Company by:
 - taking all necessary steps to ensure that Corus Entertainment complies with applicable laws and regulations, and with its constating documents, including its Articles and By-laws, the Corus Code of Conduct, and that it operates to high ethical and moral standards; —being on the alert for and sensitive to situations that could be considered illegal, unethical or improper, and taking corrective steps;

- establishing the means of monitoring performance in this area with assistance of legal counsel;
- approving key operational policies and procedures and monitoring compliance therewith; and
- complying with legal requirements, including those pursuant to the Act, applicable to corporate boards of directors, including, without limitation, the duty to act honestly and in good faith with a view to the best interests of the Company, and the duty to exercise the care, diligence and skill that reasonably prudent people exercise in comparable circumstances.

16. Manage Board operations, including, without limitation:

- subject to any required shareholder approval, fix the size of the Board, review its

composition and, when appropriate, identify new nominees to the Board;

- appoint appropriate Committees and Committee Chairs;
- define the duties and responsibilities of the Committees;
- influence the structuring of agendas and how meeting time is spent; and
- meet legal requirements with respect to corporate administration.

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