



THUNDERBIRD ENTERTAINMENT GROUP INC.

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THUNDERBIRD STARTS 2020 STRONG, DELIVERING HIGHEST CANADIAN VIEWERSHIP NUMBERS IN COMPANY HISTORY

**In the first two weeks of January, Thunderbird's Premium Content Reaches
More Than 7.9 Million Viewers¹**

Vancouver, Canada, January 21, 2020 — Thunderbird Entertainment Group Inc. (TSXV:TBRD, OTC - THBRF) (**Thunderbird** or the **Company**), today announced a record start to 2020, with viewership numbers topping 7.9 million¹ across Canada as of January 15, 2020. This strong start marks a Company milestone, and is attributed to multiple new premieres, popular ongoing series and repeat episodes of past seasons. The viewership success spans all Company divisions, including Kids & Family (Atomic Cartoons), Factual (Great Pacific Media) and Scripted (Thunderbird Productions).

"These numbers are the result of Thunderbird's commitment to high quality, authentic story telling," says Mark Miller, President of Thunderbird. "Ratings and viewership numbers are powerful renewal drivers, which is an integral part of our strategy. To have 7.9 million people in Canada alone watching our shows is an incredible result that proves Canadians love premium content."

Thunderbird premiered three series in January: *High Arctic Haulers* and *Kim's Convenience* for the CBC, and *Heavy Rescue: 401* for Discovery Channel. Hit series *Highway Thru Hell*, which also airs on Discovery, continued its record breaking season after launching in September with 18 new episodes. Since the beginning of the year, 3.9 million Canadians have already tuned in to *Highway Thru Hell*. The kids and family sensations *Beat Bugs* and *Molly of Denali* drew younger viewers on CBC. And, on the lifestyle side, repeat episodes of *Worst to First* and *Save my Reno* continued to be fan favourites.

"We have always believed authentic high-quality content is the key to success for Thunderbird," adds Miller. "This is just the start of a remarkable year for our Company."

About Thunderbird Entertainment Group Inc.

Thunderbird Entertainment Group is a Vancouver-based global multiplatform entertainment company with offices in Vancouver, Los Angeles, Toronto, Ottawa and London. Thunderbird creates award-winning scripted, unscripted and animated programming for the world's leading

¹ Source: Numeris TV PPM Data



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digital platforms, as well as Canadian and International broadcasters. Thunderbird's vision is to produce high quality, socially responsible content that makes the world a better place. The Company develops, produces and distributes animated, factual and scripted content through its various divisions, including Thunderbird Kids and Family (Atomic Cartoons), Thunderbird Factual (Great Pacific Media) and Thunderbird Productions. Thunderbird also has a division based in the United Kingdom dedicated to establishing partnerships with production companies to develop the Company's intellectual property (IP) and growth in key international territories. Thunderbird is on Facebook, Twitter and Instagram at @tbirdent. For more information, visit: www.thunderbird.tv

For information on Thunderbird and to subscribe to the Company's investor list for news updates, go to www.thunderbird.tv. For further information, please contact:

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