

Thunderbird Entertainment Appoints Sarah Nathanson to Chief Operating Officer and Corporate Secretary

VANCOUVER, British Columbia--(BUSINESS WIRE)--May 4, 2021--Thunderbird Entertainment Group Inc. (TSXV: TBRD, OTCQX: THBRF) (“Thunderbird” or “Company”) is pleased to announce the promotion of Sarah Nathanson to the position of Corporate Secretary and Chief Operating Officer (COO) for all Thunderbird Divisions. The move is part of Thunderbird’s efforts to consolidate its Senior Leadership Team as the company continues its rapid growth in both Canada and the United States. It also demonstrates Thunderbird’s dedication to promoting and advancing female leadership at all levels of the Company.

As Chief Operating Officer, Nathanson will work to support all divisions in their growth trajectory. Prior to her promotion, Nathanson served as Thunderbird’s General Counsel, a responsibility she will continue to oversee as part of her expanded portfolio.

“Sarah Nathanson has consistently established herself as one of the most capable legal professionals working in entertainment today, always ensuring we operate according to the very highest standards and ethics. Our decision to elevate Sarah to this critical new role is a recognition of the countless ways she has enriched our Company, particularly since we went public in 2018. I couldn’t be happier to welcome Sarah as Thunderbird’s Chief Operating Officer as we continue our journey to become the world’s next major global studio,” said Jennifer Twiner McCarron, President and Chief Executive Officer, Thunderbird Entertainment.

In her new position, Nathanson will work alongside other senior members of Thunderbird’s Leadership Team, including Barb Harwood (Chief Financial Officer), Matthew Berkowitz (Chief Creative Officer), Richard Goldsmith (President of Global Distribution and Consumer Products), David Way (President, Great Pacific Media) and Twiner McCarron, to whom she will report.

Nathanson has nearly 15 years of experience in entertainment law, both in private practice and in-house. After completing her law degree at the University of Victoria in 2003, she later worked as an Associate for Heenan Blaikie and then as Director, Business and Legal Affairs, at DHX Media (now WildBrain).

Nathanson will also be taking on the role of Corporate Secretary and Cameron White is stepping down.

"Seventeen years ago, Cameron White co-founded Thunderbird Entertainment, and our Company has become what it is today thanks to his vision and leadership, which includes the incredible mentorship he has provided across our leadership team,” said Twiner McCarron. “Cam is the epitome of integrity and class. We wish him nothing but the greatest success in all future endeavors.”

About Thunderbird Entertainment Group

Thunderbird Entertainment Group is a global award-winning, full-service multiplatform production, distribution and rights management company, headquartered in Vancouver, with

additional offices in Los Angeles, Toronto, and Ottawa. Thunderbird creates award-winning scripted, unscripted, and animated programming for the world's leading 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), and Thunderbird Factual and Scripted (Great Pacific Media). The Company also has a division dedicated to global distribution and consumer products. Thunderbird is on Facebook, Twitter, and Instagram at @tbirdent. For more information, visit: www.thunderbird.tv.

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