

## **Thunderbird Entertainment's Great Pacific Media Signs Director Brad Peyton and Renowned Futurist Michio Kaku to New Series *If: Imagine the Impossible***

***If: Imagine the Impossible* is based on Underknown's Webby Award-winning series "*What If*"**

VANCOUVER, British Columbia--(BUSINESS WIRE)--November 17, 2021--Great Pacific Media ("GPM"), a division of Thunderbird Entertainment Group Inc. (TSXV:TBRD, OTCQX:THBRF), has partnered with director, writer and producer Brad Peyton and visionary physicist Michio Kaku for its new series, *If: Imagine the Impossible*. The futuristic drama-doc series is based on Underknown's social media sensation *What If*, the number one science program on social media, according to Tubular Labs, with 30+ million followers and over 10 billion views on YouTube.

"In collaboration with the producers at Underknown, we are thrilled to partner with the talented Brad Peyton and inspiring Michio Kaku, and work alongside this group of visionaries on a new drama-doc series," says David Way, President, GPM. "The production, which will be centered on seemingly impossible questions, epic journeys and unbridled curiosity, is a true reflection of GPM, and our unwavering commitment to creating vibrant, fresh factual-entertainment series."

Peyton joins *If: Imagine the Impossible* as director and executive producer and will be responsible for bringing to life the incredible hypothetical scenarios the series will explore. A native of Gander, Newfoundland, Peyton is currently in production on Jennifer Lopez's upcoming sci-fi thriller *Atlas*. Previously, he helmed Dwayne Johnson blockbusters *San Andreas* and *Rampage* and the Netflix series *Daybreak*.

"Designing stunning new worlds is a true passion of mine," says Peyton. "I can't wait to create the wild alternative reality scenarios of *If: Imagine the Impossible* in an exciting drama-doc format that combines fact and fiction, and inspires awe and wonder!"

Michio Kaku is a world leader in the physics and the science of alternate realities. A co-founder of string field theory and well-known popularizer of science, Kaku will bring his infectious wonder and fascination to the screen as the narrator and on-screen expert. Behind the camera, he will serve as the series' lead science consultant.

"Every great discovery begins with a simple question: what if," says Kaku. "This series brings to life seemingly impossible and exciting questions and explores our world in ways never imagined."

Co-founded by CEO Steve Hulford, Underknown is a digital-first media company focused on telling inspiring stories by boiling down complex subjects in a fun, engaging way. The data-powered studio has produced more than 3,000 minutes of *What If* short-form content, such as "*What If you got swallowed by a whale?*", "*What If the Earth stopped spinning?*" and "*What If you could stop time?*"

“*What If* has been an incredible journey, and the engagement we’ve had with fans across the world has surpassed all expectations,” says Hulford. “GPM has assembled an amazing team to take *What If* to a new level. We know audiences are going to love it!”

For information on Thunderbird and to subscribe to the Company’s investor list for news updates, go to [www.thunderbird.tv](http://www.thunderbird.tv).

#### **ABOUT GREAT PACIFIC MEDIA**

Great Pacific Media (“GPM”) programs are seen in more than 170 countries, and the Thunderbird division specializes in financing and the development, production, co-production, of factual, documentary, and reality television. Current productions at GPM include the highly rated Discovery Canada series *Highway Thru Hell* and its two spin-offs *Heavy Rescue: 401* and *Mud Mountain Haulers*, all of which also broadcast on The Weather Channel in the US. Recently announced new series include *Deadman’s Curse (History)*, *Gut Job (HGTV)*, *Dr. Savannah Wild Rose Vet (APTN Cottage Life)*, and *Styled (wt, HGTV)*.

#### **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](http://www.thunderbird.tv).

#### **ABOUT UNDERKNOWN**

Underknown is a data-driven digital first media company that specializes in creating short-form web series for social video platforms. Underknown’s mission is to create fun, engaging, and educational content that educates the world about science and the humanities. Underknown is a Toronto-based global multiplatform digital video company. For more information, visit [www.underknown.com](http://www.underknown.com).

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