

Thunderbird Entertainment Appoints Hillary Zwick Turner as SVP, Scripted Content to Lead New L.A.-Based Development Hub

Former Netflix exec Turner will oversee Thunderbird's further expansion into live-action scripted content development and production globally

VANCOUVER, British Columbia--(BUSINESS WIRE)--April 11, 2023--Thunderbird Entertainment Group Inc. (TSXV:TBRD, OTC – THBRF) (“Thunderbird” or the “Company”) is very pleased to announce the appointment of Hillary Zwick Turner to the new role of SVP, Scripted Content.

Reporting to Matthew Berkowitz, Thunderbird President and Chief Creative Officer, Turner will serve as the Company’s representative within the creative community to find best-in-class creators and hone in on new, exciting projects in premium scripted content, YA and family live-action spaces. She’ll also oversee scripted development and production for the Company’s new L.A.-based scripted hub.

Most recently, Turner served as EP on Netflix special *Mighty Morphin Power Rangers: Once & Always*, dropping April 19. Prior to that she spent four years at Netflix, where she was the lead executive on *Cobra Kai*, *Julie and The Phantoms* and *The Letter for the King*. Turner also worked at Disney and led development on several series, including ground-breaking dramedy *Andi Mack*, and tween sitcoms *Liv & Maddie* and *Good Luck Charlie*.

The move builds on Thunderbird’s momentum in 2022 that saw the production of *Reginald the Vampire* (Syfy), which is now shooting a second season, *Kim’s Convenience* spin-off *Strays* Season 2 (CBC), and *Boot Camp*, the film adaptation of the hugely popular Wattpad story of the same name. Additionally, the Company optioned multiple New York Times bestsellers for TV and film and started crafting a slate of premium scripted dramas with Tuatara Media and its principal Barbara Wall. The former Lionsgate EVP of Television’s credits include *Dead Ringers*, starring Rachel Weisz (debuting on Amazon, April 21), *The Exorcist* (Fox), *Mad Men*, *Nurse Jackie*, *House* and *24*. Turner will now also lead the partnership with Tuatara and Wall.

"We're so excited to have Hillary join the Company," said Berkowitz. "She is a tremendous talent and we've long felt premium scripted content is an important growth opportunity and the third pillar for Thunderbird, existing alongside our animation (Atomic Cartoons) and unscripted (Great Pacific Media) productions. And with our recent scripted productions from *Blade Runner 2049* and *Kim's Convenience* to *Reginald the Vampire* and *Boot Camp*, it felt like the perfect time to take our scripted operations to the next level by bringing Hillary on-board and establishing our partnership with Barbara and Tuatara. We already have content in active network development and will be leveraging the entire Company to pursue and take advantage of global scripted opportunities."

"I'm thrilled to be joining Matt, Barbara and the team at Thunderbird to help build a global premium scripted content brand," said Turner. "I look forward to pairing the Company's well-established ethos of creator-driven content with the desire to tell authentic, meaningful stories for all audiences in the scripted space."

ABOUT THUNDERBIRD ENTERTAINMENT

Thunderbird Entertainment Group is a global multiplatform production, distribution and rights management company, headquartered in Vancouver, with additional offices in Los Angeles, Toronto and Ottawa. Thunderbird creates award-winning programming for the world's leading digital platforms, as well as Canadian and international broadcasters. The Company develops, produces, and distributes content through its Thunderbird Kids & Family (Atomic Cartoons), Thunderbird Unscripted (Great Pacific Media), formerly known as Thunderbird Factual, and Thunderbird Scripted brands. Productions under the Thunderbird umbrella include *The Last Kids on Earth*, *Molly of Denali*, *Highway Thru Hell*, *Kim's Convenience*, *Strays* and *Reginald the Vampire*, among others. The Company also has a team dedicated to global distribution and consumer products. Thunderbird is on Facebook, Twitter, and Instagram at @tbirdent. For more information, visit: www.thunderbird.tv

SOURCE: Thunderbird Entertainment Inc.

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Forward-looking statements or information may be identified by words such as "anticipate", "continue", "estimate", "expect", "forecast", "may", "will", "plan", "project", "should", "believe", "intend", or similar expressions concerning matters that are not historical facts. Forward-looking statements in this document include, but are not limited to, statements with respect to further expanding into live-action scripted content development and production globally; finding best-in-class creators and honing in on new, exciting projects in premium scripted content; establishing a partnership with Barbara and Tuatara; and leveraging the entire Company to pursue and take advantage of global scripted opportunities to help build a global premium scripted content brand. Forward-looking statements are necessarily based on a number of estimates and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties and other factors which may cause actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such factors include, but are not limited to: general business, economic and social uncertainties; litigation, legislative, environmental and other judicial, regulatory, political and competitive developments; product capability and acceptance; international risk and currency exchange rates; and technology changes. An assessment of these risks that could cause actual results to materially differ from current expectations is contained in the "Risks and Uncertainty" section of December 31, 2022 MD&A. The foregoing is not an exhaustive list. Additional risks and uncertainties not presently known to Thunderbird or that management believes to be less significant may also adversely affect the Company.

The forward-looking statements or information contained in this document represent our views as of the date hereof and as such information should not be relied upon as representing our views as of any date subsequent to the date of this document. The Company undertakes no obligation to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws. Accordingly, readers are cautioned not to place undue reliance on forward-looking statements or information.

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