

Thunderbird Entertainment's Great Pacific Media Drives U.S. Series Order with All-New Docuseries *Rocky Mountain Wreckers*

The Weather Channel television network is the exclusive U.S. broadcaster for the original 10 x 60-minute series, developed and produced by Great Pacific Media

Production for Rocky Mountain Wreckers has commenced in Colorado, Utah and Wyoming

VANCOUVER, British Columbia--(BUSINESS WIRE)--January 23, 2024--Great Pacific Media (GPM), a Thunderbird Entertainment Group (TSXV:TBRD, OTC – THBRF) (“Thunderbird” or the “Company”) company, is thrilled to unveil its latest original adventure docuseries, *Rocky Mountain Wreckers*. The Series is set on the deadliest highways in America — the I-80/I-15 interstate ring — and will follow the harrowing adventures of four family-owned heavy wrecking businesses across the three states: Mountain Recovery (Vale, CO), Stauffer’s Towing & Recovery (West Haven, UT), Reliable Towing (Longmont, CO) and Big Al’s Towing (Cheyenne, WY).

The Series is commissioned by The Weather Channel television network in the U.S. Bell Media is the Canadian production partner and has Canadian rights to the show for Discovery Canada

“*Rocky Mountain Wreckers* captures the real peril and drama inherent in some of the most dangerous jobs in the world, set amongst some of America’s most breathtaking landscapes,” said David Way, President of GPM. “Not only do the companies we follow do some of the most challenging and unbelievable recoveries, but the series’ documentary subjects are also immensely entertaining and will make for great television.”

“The Weather Channel is committed to sharing stories about how weather can have major, life-changing impacts on our lives,” said Nora Zimmett, President, News and Original Series, Weather Group – parent company of The Weather Channel television network. “*Rocky Mountain Wreckers* follows the lives of five wrecking crews who brave extreme weather conditions just doing their daily jobs. One wrong turn can mean a business catastrophe – or even prove fatal. This series will be a great addition to our primetime line-up as it combines high-stakes excitement, adventure and weather stories that our viewers expect to see on The Weather Channel.”

Way, Todd Serotiuk, Millan Curry-Sharples and Michael Francis serve as Executive Producers for GPM.

In addition to providing an in-depth look at the teams of professionals who risk their lives daily to keep these Interstate highways open, clearing rollovers and collisions, *Rocky Mountain Wreckers* will also show viewers how they too can travel safely under difficult weather and climate conditions.

Rocky Mountain Wreckers is currently in production for delivery in fall 2024.

ABOUT GREAT PACIFIC MEDIA

Great Pacific Media programs are seen in more than 170 countries, and the Thunderbird division specializes in the financing, development, production and co-production of factual, documentary, and reality television. Productions at GPM include the highly rated Discovery Canada series *Highway Thru Hell* and *Heavy Rescue: 401*. Recently announced series include *Rocky Mountain Wreckers* (The Weather Channel) and *Timber Titans* (Discovery Canada), with new seasons of *Deadman's Curse* (History, Hulu) and *Styled* (HGTV, Hulu) on the way.

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 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. The Company develops, produces, and distributes animated, factual, and scripted content through its various content arms, including Thunderbird Kids and Family (Atomic Cartoons), Thunderbird Unscripted (Great Pacific Media) and Thunderbird Scripted. Productions under the Thunderbird umbrella include *The Last Kids on Earth*, *Molly of Denali*, *Highway Thru Hell*, *Kim's Convenience*, *Reginald the Vampire* and *Boot Camp*. Thunderbird Distribution and Thunderbird Brands manage global media and consumer products rights, respectively, for the Company and select third parties. Thunderbird is on Facebook, Twitter, and Instagram at @tbirdent. For more information, visit: www.thunderbird.tv.

ABOUT THE WEATHER CHANNEL TELEVISION NETWORK

Since its launch 41 years ago, The Weather Channel television network has become the top-rated and most widely distributed weather network in America. The Weather Channel television network has been the leader in severe weather coverage, providing the most comprehensive analysis of any media outlet and serving as the nation's only 24-hour source of national storm coverage. With trusted meteorologists who analyze, forecast, and report the weather, its expertise is unrivaled. In 2021 and 2019, The Weather Channel won Emmy Awards for its innovative Immersive Mixed Reality technology which is changing the standard in weather presentation. The Weather Channel CTV App is available on Amazon Fire TV, Android TV, Roku, Samsung, VIZIO, and Xfinity Flex. For more information visit: www.weathergroup.com.

Neither the TSX-V nor its Regulation Services Provider (as that term is defined in the policies of the TSX-V) accepts responsibility of the adequacy or accuracy of this release, which has been prepared by management.

Cautionary Statement Regarding Forward-Looking Information

Thunderbird's public communications may include written or oral "forward-looking statements" and "forward-looking information" as defined under applicable Canadian securities legislation. All such statements may not be based on historical facts that relate to the Company's current expectations and views of future events and are made pursuant to the "safe harbour" provisions of applicable securities laws.

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 the series following the harrowing adventures of four family-owned heavy wrecking businesses across three states; the series’ documentary subjects will make for great television. 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 June 30, 2023 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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