Thunderbird Entertainment Group Announces Arrangements to Address Mailing Delays Resulting from Canada Post Strike

VANCOUVER, British Columbia--(BUSINESS WIRE)--December 9, 2024--Thunderbird Entertainment Group Inc. (TSXV: TBRD, OTCQX: THBRF) ("Thunderbird" or the "Company") wishes to provide an update to shareholders on the impact of the strike by the Canadian Union of Postal Workers on the Company's ability to comply with its obligations to deliver to shareholders its financial statements and related disclosure and proxy-related materials in respect of the Company's annual general and special meeting of shareholders scheduled to be held virtually on December 12, 2024 at 9:00 am PST (the "Meeting").

As a result of the strike, and pursuant to CSA Coordinated Blanket Order 51-931 *Temporary Exemption from requirements in National Instrument 51-102 Continuous Disclosure Requirements and National Instrument 54-101 Communication with Beneficial Owners of Securities of a Reporting Issuer to send certain proxy-related materials during a postal strike* (the "Blanket Order"), the Company is advising shareholders that:

1. At the Meeting, shareholders will be asked to vote on the following matters, all as more particularly described in the Information Circular:
    a. to fix the number of directors of the Company for the ensuing year at seven;
    b. to elect the seven directors of the Company for the ensuing year;
    c. to re-approve the Company's existing stock option plan;
    d. to re-approve the Company's existing equity incentive compensation plan;
    e. to consider, and if deemed appropriate, to pass, with or without variation, an ordinary resolution to replace the existing stock option plan and equity incentive compensation plan of the Company with an omnibus share compensation plan;
    f. to appoint PricewaterhouseCoopers LLP, Chartered Professional Accounts as the Company's auditor for the ensuing year and to authorize the directors of the Company to fix the remuneration to be paid to the auditor; and
    g. to transact any other business as may be properly transacted at the Meeting.
2. Electronic versions of the Information Circular, the form of proxy and all other proxy-related materials (collectively, the "Proxy-Related Materials"), as applicable, have been filed and are available on SEDAR+ at www.sedarplus.com and are posted to the Company's website at www.thunderbird.tv.
3. The Company has satisfied all of the conditions to rely on, and is relying on, the exemption provided by the Blanket Order from the requirement to send proxy-related materials to its shareholders.
4. The Company will provide copies of the applicable Proxy-Related Materials by email to each entitled shareholder who requests same while the strike is ongoing, at no charge.
5. If you are a registered shareholder, please contact the Company's Transfer Agent, Odyssey Trust Company at www.odysseytrust.com/ca-en/help/ to submit a request for your individual control number to vote by selecting "I am a Shareholder" then "Obtain Proxy Control Number" to cast your vote for the upcoming Meeting.
6. Beneficial shareholders are shareholders who hold their investment through a brokerage house, depository company or other intermediary. Beneficial shareholders should contact their brokerage house or depository company or other intermediary and ask to obtain

their voting control number and the steps of how to vote, which could include internet voting, completing a form of proxy and emailing it, directing your broker over the phone on how you wish to vote or some other method as described by your brokerage house or depository company. The voting deadline for the Company's upcoming Meeting is 9:00 am, PST, on December 10, 2024.
7. Shareholders can direct requests under (4), (5) or (6) above to the Company's Transfer Agent, Odyssey Trust Company.

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

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 *Mermicorno: Starfall, Super Team Canada, Molly of Denali, Highway Thru Hell, Kim's Convenience, Boot Camp, and Sidelined: The QB and Me* . 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.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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. 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 news release include, but are not limited to, statements with respect to the ongoing Canada Post strike, the upcoming annual general and special meeting of shareholders of the Company, items to be voted upon by the shareholders attending such meeting, and delivery of materials to shareholders following resumption of regular postal service.

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; and other factors set out in the "Risk and Uncertainty" section of the Company's MD&A dated June 30, 2024. 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 the Company's views as of the date hereof, and therefore such information should not be relied upon as representing the Company's views as of any date subsequent to the date of this document. The Company's actual results, performance or achievement could differ materially from those expressed in, or implied by, these forward-looking statements and, accordingly, no assurance can be given that any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do so, what benefits the Company will derive therefrom. Readers are therefore cautioned that the foregoing lists of important factors are not exhaustive, and they should not unduly rely on the forward-looking statements included in this news release. All forward-looking statements contained in this news release are expressly qualified by this cautionary statement. Thunderbird has no intention, and undertakes no obligation, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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