NEWS RELEASE

SONIC THE HEDGEHOG SPEEDS OVER TO NETFLIX IN THE ALL-NEW ANIMATED SERIES, SONIC PRIME

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-- New animated adventure from Sega and WildBrain will premiere worldwide in 2022 --

LOS ANGELES, BURBANK, Calif. and TORONTO, Feb. 1, 2021 /CNW/ -

- Netflix, SEGA of America, Inc. ("SEGA"), and WildBrain announce a new animated Sonic the Hedgehog series, Sonic Prime, set to premiere worldwide in 2022.
- The 24-episode animated adventure for kids, families, and long-time fans draws upon the keystones of the brand and features the "Blue Blur" of video game fame in a high-octane adventure where the fate of a strange new multiverse rests in his gloved hands. Sonic's adventure is about more than a race to save the universe, it's a journey of self-discovery and redemption.
- The series will be animated at WildBrain's Vancouver studio, and SEGA and WildBrain will jointly participate across production, distribution and licensing. Man of Action Entertainment, creators of Ben 10 and the characters and team in the Academy Award-winning feature Big Hero 6, have been brought on as showrunners and Executive Producers for the series.
- Dominique Bazay, Director of Original Animation, Netflix: "Sonic is a beloved character and holds a special place in everyone's heart including my own. I spent many hours with the blue blur as a kid and it's a privilege to be able to bring this character everyone knows and loves on a brand new adventure with Netflix -- one that a generation of loyal fans and brand new fans around the world can enjoy."
- Ivo Gerscovich, Chief Brand Officer at SEGA: "Sonic the Hedgehog is a global entertainment icon that has captivated audiences since its video game debut in 1991. With over 1.14 billion game units sold and downloaded to date, an exciting feature film, a robust licensing program and more, SEGA's iconic hedgehog

continues to surprise and delight audiences worldwide. We're thrilled to partner with WildBrain, Man of Action Entertainment and Netflix to speed into this new, animated chapter in the Sonic franchise."

- Josh Scherba, President, WildBrain: "With generations of devoted fans around the world, Sonic the Hedgehog is more popular today than ever before, and we're thrilled to be partnering with Netflix, SEGA and Man of Action to deliver all-new Sonic adventures for audiences worldwide. This premium franchise is ideally suited to WildBrain's capabilities and it's already inspiring great things from our talented creative teams. We've witnessed first-hand the enduring popularity of this brand from the strong and steady global demand for our library of legacy Sonic series. We look forward now to bringing fresh and exciting Sonic content to fans both new and old."
- Building on the momentum generated for Sonic in 2020 – and as the brand celebrates its 30th anniversary in 2021 – Sonic Prime aims to captivate the imaginations of audiences ages six to 11, as well as legacy Sonic fans of all ages, and will match the scale and scope of the epic adventures synonymous with the Sonic franchise. In 2020, the theatrical feature Sonic the Hedgehog, took the number one spot worldwide on opening weekend and remained on top globally for weeks while breaking domestic box office records. Producers SEGA Sammy and Paramount Pictures have announced a sequel to the feature is in development.

About SEGA of America

SEGA® of America, Inc. is the American arm of Tokyo, Japan-based SEGA CORPORATION, a worldwide leader in interactive entertainment both inside and outside the home. The company develops, publishes and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Interactive Entertainment Inc. SEGA of America's website is located at **www.sega.com**. To stay current on Sonic the Hedgehog news, follow Sonic on **Twitter** and **Instagram**, like him on **Facebook**, and subscribe to the **Twitch channel** and the **YouTube channel**. Please visit the official Sonic website **www.sonicthehedgehog.com** and don't forget to visit the SEGA e-shop at **shop.sega.com** for new and exclusive products for the ultimate SEGA fan.

About WildBrain

At WildBrain we inspire imaginations to run wild, engaging kids and families everywhere with great content across all media. With approximately 13,000 half-hours of filmed entertainment in our library – one of the world's most extensive – we are home to such brands as Peanuts, Teletubbies, Strawberry Shortcake, Caillou, Inspector Gadget, Johnny Test and Degrassi. At our 75,000-square-foot state-of-the-art animation studio in Vancouver, BC, we produce such fan-favourite series as Snoopy in Space, Chip & Potato, Carmen Sandiego and more. Our shows are enjoyed worldwide in more than 150 countries on over 500 streaming platforms and telecasters, and our AVOD business – WildBrain Spark – offers one of the largest networks of kids' channels on YouTube, garnering approximately four billion views per month from over 200 million subscribers. We also license consumer products and location-based entertainment in every major territory for our own properties as well as for our clients and content partners. Our television group owns and operates four family entertainment channels that are among the

most viewed in Canada. WildBrain is headquartered in Canada with offices worldwide and trades on the Toronto Stock Exchange (TSX: WILD). Visit us at **www.wildbrain.com**.

About Man of Action Entertainment

Man of Action Entertainment are Joe Casey, Joe Kelly, Duncan Rouleau and Steven T. Seagle, the writers' collective behind comic's largest franchise characters as well as their original concepts published under their Man of Action banner at Image Comics. Their creations include Ben 10, the $6 billion boys' action franchise for which they executive produce the new iteration, in season four on Cartoon Network. Dentsu handpicked them to develop, write and executive produce the Mega Man: Fully Charged series that debuted in 2018 on Cartoon Network. They developed and Executive Produce Power Players, that debuted on Cartoon Network in 2019. Man of Action Entertainment also created the Zak Storm: Super Pirate series for ZAG airing on Netflix and previously created Generator Rex and launched Disney XD's Marvel's Ultimate Spider-Man and Marvel's Avengers Assemble series as EXP/writers. Man of Action Entertainment created the characters and team featured in Big Hero 6, Disney/Marvel's Academy Award®-winning feature. In addition to creating successful video games, toy lines and comic books, Man of Action Entertainment are the creator/producer/writers of current and upcoming feature films and live-action TV series based on their original comic books and graphic novels including the critically-acclaimed I Kill Giants feature film released in 2018, the Officer Downe feature in 2016. **http://manofaction.tv**; **http://www.Facebook.com/ManOfActionEnt**; **http://www.Twitter.com/ManOfActionEnt**; **http://instagram.com/ManOfActionENT**

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