



F.T. ROSS LTD.
Nature Clean
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**NATURE CLEAN® LAUNCHES THE FIRST AND ONLY LINE
OF NATURAL, LICENSED, BATH TIME PRODUCTS FOR KIDS
FEATURING TREEHOUSE CHARACTERS**

(Nature Clean®) February 22 2010, Toronto, ON –

F.T. Ross/Nature Clean®, Canada's most trusted manufacturer of natural products, announced today the launch of the first and only line of natural, licensed, bath time products for kids. The new line features exciting and colourful characters that appear on Corus Entertainment Inc.'s Treehouse™ including The Backyardigans™, Max & Ruby™ and Franklin™ the Turtle.

Treehouse™, seen in over eight million homes across Canada, offers premium preschool programming and a rich co-viewing environment for children and their parents. Delivering a strong balance of educational, values-rich and entertaining programs, Treehouse™ delivers high-quality children's series from Canada and around the world.

"We're excited to bring parents a truly natural alternative when it comes to bath time products for their kids; parents shouldn't have to worry about what chemicals are in the products they use on their children and whether or not that product will irritate their delicate skin" says Bernie Ross, CEO, Frank T. Ross & Sons Ltd. "We've seen fantastic increases in the demand for our natural and environmentally friendly products in other categories (laundry, dish and household cleaning). Now's the perfect time to introduce parents to healthier, and more natural, bath and body care products for their children and what better partnership than with the safe and trusted Treehouse brands and all their beloved characters."

"Nature Clean® and Treehouse™ is a natural partnership in so many ways" said Doug Murphy, GM, Corus Kids and President, Nelvana. "It was important for us to ensure that parents understand and appreciate the sensibilities of the Treehouse™ brand and the outstanding products developed by Nature Clean®. This is Treehouse™'s first foray into children's personal care products and with an environmentally friendly line and an emphasis on natural ingredients, we are pleased to work with Nature Clean® to bring quality products to market that will have a strong appeal to both parents and kids alike."

The initial launch will include bubble bath, 2-in-1 shampoo, body wash, body lotion, leave-in detangler and foaming hand soap. Products are scented using natural flavourings and offer kid-friendly combinations such as Wacky Melon and Berry Blast. Products are available in easy to use 350ml or 250ml sizes as well as refills for certain products.

For information about Nature Clean® products, please visit www.naturecleanliving.com.

For information about Treehouse™, please visit <http://treehousetv.com>



About Corus Entertainment Inc.

Corus Entertainment Inc. is a Canadian-based media and entertainment company. Corus is a market leader in specialty television and radio with additional assets in pay television, advertising services, television broadcasting, children's book publishing and children's animation. The company's multimedia entertainment brands include YTV, Treehouse, W Network, CosmoTV, VIVA, Movie Central, HBO Canada, Nelvana, Kids Can Press and radio stations including CKNW, CKOI and Q107. Corus creates engaging branded entertainment experiences for its audiences across multiple platforms. A publicly traded company, Corus is listed on the Toronto (CJR.B) and New York (CJR) exchanges. Experience Corus on the web at www.corusent.com.

About Nature Clean:

Started in 1963, Nature Clean® is a Canadian owned and operated company that has been offering consumers natural, non-toxic and biodegradable household cleaning, laundry, dish and personal care products for over 45 years. Nature Clean® products are sold across Canada in major retail chains as well as health retailers. As a brand, Nature Clean® strives to build trust among consumers by offering complete transparency with regards to ingredients and by creating products that will provide consumers with a safer home and more protected environment. In all aspects of our business, we at Nature Clean® follow one simple philosophy: Love your family, Love your health, Love your planet™. Nature Clean is a privately held company.

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