



ELECTUS INTERNATIONAL INKS FORMAT DEAL WITH LONE EAGLE ENTERTAINMENT TO DEVELOP *THE TOY BOX* IN CANADA

Los Angeles, CA (June 12, 2017) -- Multimedia entertainment studio Electus, an operating business of IAC (NASDAQ: IAC), today announced that Electus International has closed a format option deal for the hit series *The Toy Box* with Lone Eagle Entertainment to develop and sell the format in Canada. The deal comes on the heels of *The Toy Box*'s success in the U.S. and Canada; the series recently wrapped its debut season on ABC and CTV, respectively.

The Toy Box is the ultimate toy competition series, providing expert designers with the chance of a lifetime: an opportunity to bring their toy concept to life with industry giant Mattel. The toys – and their inventors – are put through a series of trials and tests before facing the ultimate judges: a panel of no-nonsense, toy-loving kids.

“With the support of world-renowned toy brand Mattel, the buzz and excitement around the format is growing very quickly,” said Max Richards, Director, Sales and Acquisitions & Head of Sports at Electus International. “We’re excited to work with Lone Eagle to bring the series to Canadian audiences.”

“*The Toy Box* is an innovative new series that makes for great co-viewing for the whole family” said Mike Geddes, President of Lone Eagle Entertainment. “A Canadian version is sure to be a hit in our market and we look forward to working closely with Electus and Mattel.”

The Toy Box was developed by Hudson Media, Mattel and Electus.

About Electus

Electus is the first integrated multimedia entertainment studio to unite producers, creators, advertisers and distributors under one roof and produce all forms of content for distribution across a variety of platforms around the world, including: broadcast, cable, digital, OTT and various emerging technologies. The company connects advertisers, distributors and content creators early on in the development process, enabling marketers and advertisers to be true partners in campaigns and content creation. Electus International, the global distribution arm of Electus, is responsible for all international sales and distribution for Electus' programming and its studio partners as well as programs and formats from other well-known 3rd party providers. Electus is an operating business of IAC [NASDAQ: IAC]. For more information on Electus, visit www.electus.com.

About Lone Eagle Entertainment

Lone Eagle Entertainment Ltd. is an independent production company based in Toronto, Canada. Founded in 1996 by Michael Geddes. Lone Eagle develops and produces high-concept television and formats, such as the award winning, multi season series *You Gotta Eat Here!* on Food Network Canada and the comedy panel show *Too Much Information* for Super Channel. Lone Eagle Entertainment's *Popstars* was the #1 rated Canadian series for three consecutive seasons. Lone Eagle Entertainment has also brought TV audiences such favourites

as: *Wipeout Canada, Inside the Box, You Bet Your Ass, The Office Temps, Hooked Up, Game On, The Call, Supermodels, Tribes of the 21st Century* and *Carlawood*.

Lone Eagle Entertainment series are distributed around the world. For more information on Lone Eagle Entertainment, please visit www.loneeagle.tv.

About Mattel

Mattel is a creations company that inspires the wonder of childhood. Our mission is to be the recognized leader in play, learning and development worldwide. Mattel's portfolio of global consumer brands includes American Girl®, Barbie®, Fisher-Price®, Hot Wheels®, Monster High® and Thomas & Friends™, among many others. Mattel also creates a wealth of lines and products made in collaboration with leading entertainment and technology companies. With a global workforce of approximately 32,000 people, Mattel operates in 40 countries and territories and sells products in more than 150 nations. Visit us online at www.mattel.com.

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