

## **PRODUCTIVITY MEDIA INKS FIRST-LOOK DEAL WITH JOSHUA JACKSON'S LIQUID MEDIA GROUP**

**Toronto, ON** (April 28, 2017) – Canada's Productivity Media Inc. (PMI) announced today that it has signed a three-year first-look deal with Joshua Jackson's Liquid Media Group.

The deal calls for a minimum of \$50 million in productions per year for the next three years. Over the term of the agreement, PMI and Liquid Media will produce a minimum of five projects per year.

"While audiences have identified with Joshua through his iconic roles over the years, he's also exceptionally savvy with a keen eye for compelling projects and talent." said **William Santor, CEO, Productivity Media Inc.** "We are thrilled to work with the talented team at Liquid and grow our impressive roster of producers."

Liquid Media with its extensive network of industry and international financial partners is poised to be a major player in global entertainment. Helmed by veteran industry executive Krysanne Katsoolis Liquid Media is acquiring first class IP for production through its studio verticals.

"The partnership with Productivity Media is important for the growth of our slate," said **Joshua Jackson, Chairman, Liquid Media** "We are excited to collaborate on some great projects, and look forward to working closely with the Productivity Media team."

This pact comes on the heels of Productivity Media's multi-picture deal with LA-based Concourse Media.

### **About Productivity Media**

Productivity Media is a producer and senior secured financier to film and television productions. It provides innovative, short-term financing to quality Canadian and international producers. In 2012, Productivity Media brought together a team with over 60 years of film and television experience in financing, production, and sales and created the Productivity Media Income Fund (PMIF I, LP) followed by Qwest Productivity Media Income Trust (QPMIT) in 2016.

For more information, please visit: [productivitymedia.com](http://productivitymedia.com)

### **About Liquid Media Group**

LIQUID MEDIA GROUP is aggregating mature production service companies into a vertically integrated global studio producing content for all platforms including feature

film, TV, gaming and VR through its network of shared services. Further information about the Company is available under its profile on the SEDAR website [www.sedar.com](http://www.sedar.com). or more information, please contact:

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**Forward-Looking Information:**

This press release may include forward-looking information within the meaning of Canadian securities legislation. The forward-looking information is based on certain key expectations and assumptions made by the management of the Company. Although the Company believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because the Company cannot provide any assurance that it will prove to be correct. These forward-looking statements are made as of the date of this news release and the Company disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.