



DECODE ENTERPRISES BOOSTS PRESCHOOL SLATE WITH MORE *ANIMAL MECHANICALS*

Top-rating Halifax Film-produced series commissioned for Season III and home entertainment deal signed

Toronto, 28th May 2008. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., is set to bolster its slate of dynamic preschool entertainment following a CBC commission for an additional 15x11' episodes of ***Animal Mechanicals*** from DHX production subsidiary Halifax Film.

In further deals, DECODE Enterprises has scored a home entertainment deal with Phase 4 Films for English and French-speaking Canada with launch set for Fall this year, and TG4 Ireland joins a number of major international broadcasters airing the series, picking up Seasons I and II (40x11').

Animal Mechanicals is one of CBC's top-rating preschool shows and also scores high ratings around the world on Disney Channels in the UK and Asia; Radio-Canada, Discovery Latin America, Romania's HOP, EBS in Korea; Al-Jazeera Children Channel and Prava I Prevodi, who acquired the title for Bosnia, Croatia, Serbia and Montenegro. DECODE Enterprises will be at the Licensing Show in June looking to build on the television success by extending the brand into licensing and merchandising.

Josh Scherba, VP Distribution at DECODE Enterprises said: "The ***Animal Mechanicals*** third season commission means that we will have a total of 55 episodes which is a great platform for building the brand. The show is proving to be very popular with preschoolers and their parents, and we are being inundated with requests for home video and toys. We'll be at the Licensing Show looking to forge partnerships that will enable us to extend our offering."

Animal Mechanicals is an action adventure series for preschoolers that combines fantastical worlds, mythical animals and cool quests. And, best of all, ***Animal Mechanicals*** transform!

Big as dinosaurs and twice as powerful... meet the ***Animal Mechanicals***: Rex, Unicorn, Komodo, Sasquatch and Mouse. They live and play in a place unlike any other: a colorful "snap-together-take-apart" world. Their world can also transform, just like the ***Animal Mechanicals***. Imagine an incredible interconnecting and interactive play-set! Things are always popping up, changing shape and, most of all, presenting challenges to the ***Animal Mechanicals***.

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About DECODE Enterprises, a DHX Media Company

DECODE Enterprises is the distribution subsidiary of DHX Media Ltd. It handles programme sales for third party producers and for DHX subsidiaries DECODE Entertainment, Halifax Film and Studio B, which are leading international producers of television programming and interactive content with an emphasis on children, family and youth markets.

DHX Media Ltd. shares trade on both London's AIM exchange and the TSX in Toronto.