



## DECODE ENTERPRISES SCORES *ANIMAL MECHANICALS* DEAL WITH THE HUB

### New network picks up hit Halifax Film-produced series

Toronto, London. 17 May 2010. DECODE Enterprises, the distribution subsidiary of DHX Media, has signed a deal for its hit preschool series *Animal Mechanicals* (55x11') with new Hasbro/Discovery Communications network 'The Hub'.

Josh Scherba, SVP Distribution of DECODE Enterprises said: "*Animal Mechanicals* has received a fantastic response from kids all over the globe, and we're sure it will prove no exception on The Hub. We're very pleased to sign a deal which will see *Animal Mechanicals* launch as part of this brand new, much anticipated channel."

*Animal Mechanicals* is produced by Halifax Film and commissioned by CBC in Canada, where the series is one of the highest-rating preschool shows. The Disney Channels in the UK and Asia; Radio-Canada, Discovery Latin America, Romania's HOP, EBS in Korea; okto Singapore; Al-Jazeera Children Channel have all snapped up the series along with Prava I Prevodi, who acquired the title for Bosnia, Croatia, Serbia and Montenegro. *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!

Announced in April 2009, The Hub, a multi-platform joint venture between Discovery Communications and Hasbro, Inc. will entertain, enlighten, empower and educate children and their families. The cable television network will feature original programming as well as content from Discovery's library of award-winning children's educational programming; from Hasbro's rich portfolio of entertainment and educational properties built during the past 90 years; and from leading third-party producers worldwide. The Hub lineup will include animated and live-action series, specials and game shows, and the network will extend its content through a robust and engaging online presence. The Hub will launch October 10, 2010 (10-10-10) reaching approximately 60 million U.S. households on what is currently Discovery Kids channel. The online home of The Hub is [www.hubworld.com](http://www.hubworld.com).

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**Notes to editors:****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 the TSX in Toronto.

**About Halifax Film:**

Halifax Film develops and produces original film and television programming. Halifax Film manages and co-ordinates all aspects of a program's life, including developing original ideas; purchasing literary rights; arranging production financing; carrying out production and post-production; and exploiting worldwide distribution rights. Halifax Film is a subsidiary of DHX Media Ltd., a leading international producer and distributor of television programming and interactive content with an emphasis on children, family and youth markets.

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