



DECODE ENTERTAINMENT CALLS ON *BETTY BANNER, PARTY PLANNER*

Toronto, London 2 October 2008. Leading kids and family entertainment specialist DECODE Entertainment, a subsidiary of DHX Media Ltd., is to expand its development slate of innovative series for 8-12 year olds with ***Betty Banner, Party Planner*** (52x11'). The aspirational and quirky 2D series is created by Canada's House of Cool which will also work on the animation for the show.

In addition, DHX Media's distribution subsidiary DECODE Enterprises will handle international distribution and will be seeking broadcast partners for the series at MIPCOM 2008.

Who do you call when a vampire needs to celebrate his 300th birthday party? Who's got the guts to plan a surprise celebration on the summit of the world's tallest mountain? *Betty Banner, Party Planner*, of course! In the high stakes world of Party Planning, this twelve-year-old fashionista orchestrates incredible parties for the world's most unique guests. But watch out! The evil Party Co. wants a monopoly on fun and doesn't mind crashing Betty's parties to get it.

Beth Stevenson, Executive VP, Production and Development said: "With party planning as its central theme, this show is as lively and fun as it sounds! We have always admired House of Cool's creativity and the artistic design of their shows so we are thrilled and honored to be working with them to bring Betty's fabulous adventures to life."

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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 both London's AIM exchange and the TSX in Toronto.