



DECODE ENTERPRISES' **BO ON THE GO!** GETS MOVING ONTO CITV

Toronto, London 25 September 2008. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., has sold Halifax Film's preschool series **Bo on the GO!**, to CITV in the UK. DECODE has also scored two licensing and merchandising deals: Brandzoo is on board as agent for the UK, and France Televisions Distribution is agent for France, where the series airs on France 5. CITV has also re-voiced the character Bo to cater for a UK audience.

Emma Tennant, Controller of ITV3 and the CITV channel said: "Parents often feel guilty about the time children spend watching TV, so we have a responsibility to those parents to make sure we develop a trust that we can educate and entertain their children and **Bo on the GO!** ticks all of those boxes. I am thrilled to have acquired a programme that not only promotes an active lifestyle but also instills an active mind in children from an early age."

Neil Court, President of DECODE Enterprises added: "We're incredibly pleased to have CITV as our UK broadcast home for Bo. In her irresistible way, Bo encourages kids to get up and get moving, a very timely theme for preschool broadcasters around the world."

The series has recently been commissioned for a third season by CBC in Canada where it is currently one of the broadcaster's highest rating preschool shows.

Bo on the GO! has also proven to be internationally popular with recent sales to France 5, Disney Channel Spain, MNET /KTV in South Africa and TG4 and season one to Rai Sat in Italy.

Further sales have been signed with Cartoon Network (India, Taiwan and the Philippines), DIGITURK JOJO (Channel 66), Al Jazeera Children's Channel Arab speaking version, Finland's YLE, and KidsTalkTalk in Korea for both seasons one and two. In addition, Prava I Prevodi has acquired home video and broadcast rights for both seasons for Bosnia, Croatia, Serbia and Montenegro.

Using motion capture technology and CGI, **Bo on the GO!** promotes an active lifestyle and an active mind for preschoolers. **Bo on the GO!** follows the adventures of Bo, a positive, energetic and inquisitive young heroine and her young friend Dezadore dragon. 'Dezzy' encourages children at home to go on amazing adventures by actively joining her in a variety of movements that assist her on her quest. Cheerful and determined to solve all problems she encounters, Bo will lead the way for kids at home to get 'on the go'. *Maximum Bo power!*

DECODE Enterprises represents all television and home video rights to **Bo on the GO!** Halifax Film is one of the production subsidiaries of DHX Media.

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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.

About CITV

The CITV channel is currently the top rated commercial kid's digital channel in the United Kingdom. In May the channel averaged a **4.43% share of kids** which is the highest the channel has seen. 59 programmes in the month took over 100,000 children which is nearly **double the amount** that the channel had in May 2007.

Horrid Henry is CITV's most watched and successful show with audience figures regularly hitting the 150K mark (the highest figure for Horrid Henry was 250K and a 15% share across all kid's channels)

All of these programmes achieved over 100k children in May on CITV Horrid Henry, Pirates, Jungle Run, **Four Eyes! (new to the channel in May)**, Bratz, My Parents Are Aliens, Teenage Mutant Ninja Turtles,

The CITV website, now in its ninth year, continues to provide support to the broadcast offering with a mixture of programme-related and original new content across key areas of interest for the target audience. In May alone the website recorded an impressive 450,000 unique users with 5,205,585 page impressions