



DECODE ENTERPRISES' *FRANNY'S FEET* SKIPS ONTO SPROUT

Toronto, London 9 June 2007. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., has licensed the international hit show ***Franny's Feet*** to PBS KIDS Sprout, the first 24-hour preschool destination available on TV, on demand and online for kids ages 2-5 and their parents and caregivers.

Franny's Feet will air from Friday, July 4 at noon ET in a special 90-minute block as part of the network's *Summer Fun Fridays* event. Beginning the following morning, Franny will step into her regular timeslots, airing at 9:30 a.m. ET every Saturday and Sunday within Sprout's weekend morning block, *The Let's Go Show*, and every day at 3:00 p.m. in *The Sprout Sharing Show*.

Franny's Feet games and coloring pages will also be available at SproutOnline.com when the show launches in July.

The deal with the US channel and VOD service (owned by Comcast, HIT Entertainment, PBS and Sesame Workshop), follows excellent ratings for the show in the US on THIRTEEN/WNET, where it airs daily. ***Franny's Feet*** also airs on PBS member stations in markets including Boston, Chicago, Dallas, Baltimore and Salt Lake City.

The DECODE Entertainment-produced series is a commission by Canada's Family Channel and the UK's Five, where it airs as part of the channel's popular *Milkshake* preschool strand. It is currently shown in more than 150 countries worldwide, including major international channels ABC Australia, France 5, Disney Channel UK and Germany; Cartoon Network in Japan, Korea and Taiwan, Italy's Rai, TV2 Denmark and TV12 Singapore.

Beth Stevenson, Executive VP of Production and Development at Decode Entertainment said: "This deal underscores the popularity of Franny with kids in the US and internationally. Her adventures continue to entertain and delight preschoolers and with strong partnerships in place, we are confident that the roll out of consumer products will prove just as appealing to her fans."

Franny's Feet is supported by an extensive licensing and merchandising campaign. PLAYSKOOL, a division of Hasbro, Inc., is worldwide master toy and game license and is set to launch series of toys and games incorporating dolls, accessories, role play, games and puzzles this year.

The licensing programme includes recent deals with Allumination Filmworks for US home entertainment, US deals for Halloween costumes with Disguise Inc., and Cadaco for crayon and paper arts activity products and glue based cling moulds and frames for activity

Penguin Group USA has launched storybooks, readers, stickerbooks, a series of novelty books such as board, lift-the-flap and word game activity books and Simon & Schuster's color & activity books and kits will also roll out in stores in 2008.

In the UK, the company has signed an apparel deal with Cooneen, brokered through UK agent Rocket Licensing and in Argentina, agent IMC has signed up Ediciones B as publisher of story books and soft cover titles in Argentina and Uruguay.

DECODE has also recently signed up a number of international licensing sub-agents through its representative, The Sharpe Company including CPLG (Copyright Promotions) in France and Italy, Scandinavia's Alicom Licensing, IMC (International Merchandising Consultants) in Argentina and Korea's Asiana Licensing have come on board to extend the reach of the brand in key markets.

Franny's Feet follows the adventures of a little girl with magical shoes. Each episode follows Franny off on a different adventure. *Where will my feet take me today?...* There's the time her sandals take her to meet Princess Tia in Egypt or when she puts on hiking boots to take her to the mountains of Tibet, where she learns from Rinchen about Yak herding.

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Notes to editors:

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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.

About The Sharpe Company

The Sharpe Company is an entrepreneurial intellectual property management boutique, serving as a licensing agent and consultant, strategic brand development manager, and entertainment packager. The core focus of Sharpe's activities is to bring a truly global perspective to the business of marketing intellectual properties. The company was founded by international licensing expert Charles Day. The Sharpe Company is based in Manhattan Beach, CA. Contact: Charles Day, Ph: (310) 545-6839 E: charlie.day@sharpeco.com

About Sprout®

PBS KIDS Sprout, the first 24-hour preschool destination available on TV, on demand and online for kids ages 2-5 and their parents and caregivers, was created as a partnership among Comcast Corporation, HIT Entertainment, PBS and Sesame Workshop. Since debuting its video on demand (VOD) service in April 2005, Sprout has become the #1 On Demand service for younger children, generating over 400 million orders. The 24-hour digital channel, which launched in September 2005 along with the website (SproutOnline.com), is the only channel that follows the day of child from breakfast to bedtime with its distinctive programming. Currently, Sprout is available in 40 million unique households.

The network's program lineup of gold-standard, curriculum-based children's shows includes: *Sesame Street®*, *Bob the Builder™*, *Barney & Friends™*, *Thomas & Friends™*, *Angelina Ballerina™*, *Caillou®*, *The Berenstain Bears™*, *Jay Jay the Jet Plane®*, *Teletubbies™*, *Dragon Tales™*, *Pingu™*, *Make Way For Noddy™*, *The Hoobs™*, *Fifi and the Flowertots™* and more.