



DECODE ENTERPRISES SIGNS UK HOME VIDEO AND LICENSING DEALS FOR *GRANDPA IN MY POCKET*

Warner Home Video UK and Brandzoo on board for top-rating series

Toronto, London 6 July 2009. DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., today announces agreements with two major distribution and licensing partners that are expected to build on the UK success of Adastr Creative's *Grandpa In My Pocket*. Warner Home Video UK has been appointed as DVD partner for the show's first season, and Brandzoo will now act as the live-action comedy brand's licensing agent.

Grandpa In My Pocket is a hit in the UK on BBC's CBeebies and has already been commissioned for a second series. It delivers impressive viewing figures, lively website activity and a regular top spot on the CBeebies iPlayer. The series achieved a phenomenal 675,000 viewers* at its height and is almost 6% up on the 2008 slot average.

Josh Scherba, VP, Distribution at DECODE Enterprises said: "We're in excellent hands with Warner Home Video UK and Brandzoo as we look to build a strong global *Grandpa In My Pocket* brand. The response to the series from kids and families has been incredible and with standout viewing figures, and a second series commission from CBeebies, we're looking forward to Grandpa becoming an even more familiar face in UK homes."

John Stanley, Managing Director, Warner Home Video UK, added, "*Grandpa In My Pocket* is a terrific addition to our kids' entertainment offering. It's been extremely well received on CBeebies and we're looking to tap into that success when it's released on DVD next year."

Jenny Johnstone Managing Director of Brandzoo, said "We are very excited to be working with Adastr and Decode on this wonderful family entertainment show. Its popularity is clearly evident from the ratings it achieves – it obviously resonates with audience. *Grandpa In My Pocket* is a credit to its producers and we look forward to building a strong long-term licensing programme.

DECODE Enterprises holds TV, DVD and consumer products rights to the 52x12' special effects-laden series which has also been sold to Canada's TVO, Al Jazeera Children's Channel and Australia's ABC TV.

Grandpa In My Pocket is developed and produced by Adastra Creative, headed by Mellie Buse and Jan Page, and commissioned by CBeebies Controller Michael Carrington. Made with participation from Finance Wales, the series is CBeebies' first comedy drama commission and features a star studded cast including James Bolam, Susan Jameson, Lisa Goddard, Rula Lenska and Meera Syal. Sarah Colclough is executive producer for the BBC and Angus Fletcher is executive producer for Adastra.

Grandpa In My Pocket is directed by Richard Bradley, whose many credits in both adult and kids include lead director of the BAFTA award-winning live action series *The Hoobs*. The special effects for the series are produced by Welsh independent company Dinamo Productions.

Take one energetic Grandpa and his imaginative seven-year old Grandson, Jason Mason. Give Grandpa a magic shrinking cap and watch him turn into the biggest kid of the lot! He flies out the window in Jason's toy airplane or shoots out the door in his little car, each time on his way to solve a problem and create mayhem along the way. Grandpa can make himself small enough to hide in all sorts of unsuitable places. He's full of ideas and full of mischief.

The show explores the hugely important grandparent/grandchild relationship and Jason and Grandpa make a great team. Their adventures will be fantastical, touching and bizarre – but always hilariously funny.

*BARB figures

For further information please contact: Aimee Norman at Blueprint PR

Tel: +44 (0) 208 341 6171 E Mail: aimee@blueprintpr.co.uk

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 Adastra Creative

Adastra Creative is a production company that harnesses the extensive writing experience and expertise of its principals: Mellie Buse and Jan Page, who have over 15 years' experience in children's media. The duo have contributed to some of the best-known and successful kids' brands including *Charlie and Lola*, *The Hoobs*, *Angelina Ballerina*, *The Tweenies*, *Little Robots* and *Thomas the Tank Engine*. and collaborated with the leading companies in the field. Between them they have contributed to more than fifty kids' television series as writers, head writers, script editors, consultants, creative producers and showrunners. They have won a plethora of awards including Baftas, BAAs, Indies, Talkies and Theatre Awards.

The company is focused on developing high quality kids' programming for all ages across animation and live action, with exceptional storylines and characterisation at its core. Adastra Creative is also an active consultant, developer, writer and editor of third-party projects.

About Warner Home Video

With operations in 90 international territories Warner Home Video, a Warner Bros. Entertainment Company, commands the largest distribution infrastructure in the global video marketplace. Warner Home Video's film library is the largest of any studio, offering top quality new and vintage titles from the repertoires of Warner Bros. Pictures, Turner Entertainment, Castle Rock Entertainment, HBO Video and New Line Home Entertainment.

The first season of ***Grandpa in My Pocket*** will be released on DVD in 2010.

About Brandzoo:

Brandzoo Limited is an established multifaceted licensing business acting as Licensor, Agent and Brand Developer. The company represents a diverse Portfolio of properties including Brands, Design-Led, and Character Entertainment across a spectrum of genres and demographic.