



DECODE ENTERPRISES ACQUIRES ADASTRA CREATIVE'S *GRANDPA IN MY POCKET* FOR INTERNATIONAL DISTRIBUTION

Toronto, London, 6 October 2008. DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., has signed a deal with children's specialist Adastr Creative to distribute its new live action comedy series, ***Grandpa In My Pocket***. The show is currently in production for CBeebies.

As the series worldwide sales agent, DECODE will have TV, DVD and consumer products rights, and will be launching the new series to international partners next year.

Neil Court, President of DECODE Enterprises said: "We believe that ***Grandpa In My Pocket*** is absolutely unique: a scripted, live action series with lots of physical comedy that works for both children and their parents. Mellie Buse and Jan Page have a great track record in writing imaginative and appealing kids shows, so this new series is a perfect fit for DECODE's diverse catalogue of live action programming."

Mellie Buse, Director at Adastr added: "We are delighted that Decode are so enthusiastic about "Grandpa." This is a high concept comedy idea that embraces the universal theme of the Grandparent/Grandchild relationship and we're confident that it will resonate with audiences throughout the world. "

The 26x12' series is the first UK commission for Adastr Creative, an independent production company formed by Mellie Buse and Jan Page to develop original, high-quality programming across a range of genres for children. Mellie Buse and Jan Page's previous writing credits include *Charlie and Lola*, *The Hoobs*, *Angelina Ballerina*, *The Tweenies*, *Little Robots* and *Thomas the Tank Engine*.

Commissioned by CBeebies Creative Director Michael Carrington, ***Grandpa In My Pocket*** is the broadcaster's first comedy drama. It is produced by Mellie Buse and Jan Page, who also created and developed the concept for the series. Sarah Colclough is executive producer for the BBC and Angus Fletcher is executive producer for Adastr.

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.

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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 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. Current clients include Entertainment Rights, Hit Entertainment, Coolabi Productions, Kickback Media and Kavaleer Productions.