



## DECODE ENTERPRISES EXPANDS INTO GREECE

### Sells six series to Channel 9

Toronto, London. 4 September 2008. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., is continuing its selling spree with a raft of programming sales in Greece; the first time DECODE has sold into the territory.

Greece's Channel 9 has acquired six shows from DECODE's library of standout animation including hit preschool property **Franny's Feet** (39x22') and Halifax Film's **Bo on the GO!** (40x22') also for the preschool market. Also acquired by the Athens-based broadcaster are seasons one and two of **King** (52x22'), all 39x22' episodes of **Olliver's Adventures**, **What About Mimi** (39x22') and **Watership Down** (39x22').

Lara Ilie, Sales Executive at DECODE Enterprises said: "This is a new territory for us and we're delighted to have secured such a volume of sales with Channel 9. We're confident that our animated series will prove as popular with audiences in Greece as they have with children in the rest of the world."

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. **Bo on the GO!** is currently one of CBC highest rating preschool shows in Canada and has recently sold to France 5 as well as a number of major international broadcasters including Cartoon Network in Asia.

**Franny's Feet** 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. The show is currently shown in more than 150 countries worldwide, including major international channels ABC Australia, France 5, Disney Channels in the UK and Germany, Cartoon Network in Japan, Korea and Taiwan, Italy's Rai, TV2 Denmark and TV12 Singapore. In the US, the series has achieved excellent ratings on PBS member stations in markets including New York, Boston, Chicago, Dallas, Baltimore and Salt Lake City.

**King** follows the adventures of 12 year old Russell who, shortly after moving into a new house, discovers something weird under his bed...a trap door leading to the fantastic world of Under! Russell is crowned King of Under, and boy, does his kingdom need help! **King** is a co-production between DECODE Entertainment and Funbag Animation Studios Inc. It has sold around the world to broadcasters including Family Channel (Canada), ABC (Australia), France 5 and Nick UK.

**What About Mimi** is a snappy, savvy, family-oriented show about 11-year-old Mimi Morton: problem-solver extraordinaire! Mimi trains her earnest problem-fixing skills on her friends and family. The DECODE Entertainment/Studio B/EMTV (AG) co-production has aired on major international broadcasters including TELETOON in Canada, France 3, CITV, Italy's Mediatrade, and KIKA.

DECODE Entertainment/Alltime Entertainment co-production **Watership Down** is a remarkable tale about the friendship, survival and heroism of a group of rabbits who leave their endangered warren in search of a new home. The rabbits are driven by a vision of a Promised Land. The small band of renegades set out on a perilous adventure across the English countryside until they finally reach their new home, Watership Down. Major broadcasters for the series include YTV, CBC and VRAK in Canada, CITV and SuperRTL.

**For further information please contact:**

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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.