



DECODE ENTERPRISES SHOWS *HOW TO BE INDIE*

Acquires new live action series for international distribution

Toronto, London, 25 September 2008. DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., is continuing its acquisitions drive with the addition of Heroic Film Company's *How to be Indie* for worldwide distribution.

DECODE Enterprises has acquired television rights to the new tween live action series which has been green lit for production by Corus Entertainment. The show will shoot in the Fall of 2008 and is set to air on YTV in Fall 2009.

Created by writer Vera Santamaria (*Degrassi: The Next Generation*, *The Latest Buzz*, *Captain Flamingo* and *Naturally Sadie*) and Heroic executive producers John May & Suzanne Bolch, *How to be Indie* is a comedic live-action series which is told through the eyes of 13-year-old Indie as she endeavours to balance the traditions of her South Asian immigrant family with her Western lifestyle.

Neil Court, President of DECODE Enterprises said: "*How to be Indie* is an ideal fit for our live action slate and has a great international potential. The scripts are fresh and funny and have a unique take on the life of a young teenage girl, her family and friends. We're delighted to be on board as distribution partner at this early stage."

DECODE has also recently acquired TV distribution rights to Adastr Creative's live action preschool series *Grandpa in My Pocket*, a commission for CBeebies in the UK.

Other live action shows on its roster include Turner Broadcasting's *My Spy Family* (26x22') which airs on Boomerang in the UK, as part of the channel's recently introduced live action block, as well as the DECODE Entertainment-produced *The Latest Buzz* and *Naturally Sadie*.

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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 Heroic Film Company

With Heroic Film Company Inc. John May, Suzanne Bolch and Karen Lee Hall joined forces to create comedy that matters. After their first project together, the multiple-award winning television series *Our Hero* (CBC), Heroic then went on to create and co-produce international hit *Captain Flamingo* (YTV), an animated children's program seen in Canada, U.S., U.K., Europe, Australia, and Latin America.

Small but Courageous. Heroic is a creative driven production house known best for live-action and animation programming for kids and teens. Other production and writing credits include *The Magic School Bus* (PBS), *Naturally Sadie* (Disney) and the hit film, *Ginger Snaps*.

www.heroicfilmcompany.com