



DECODE ENTERPRISES PROMOTES JOSH SCHERBA TO VP, DISTRIBUTION

Toronto, London. 8 September 2008. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., has promoted Josh Scherba from Director of Sales to VP, Distribution.

In his new role he will continue to head the sales team for DECODE Enterprises' distribution catalogue which includes programming from DHX's production subsidiary's DECODE Entertainment, Halifax Film and Studio B Productions as well as acquired third party series.

Neil Court, President of DECODE Enterprises, said: "I am delighted to announce Josh's well-deserved promotion which reflects his increasing responsibility as we grow our sales business and expand our catalogue of shows."

DECODE's slate for MIPCOM includes preschool series ***Bo On the GO!***, ***Mighty Jungle*** and ***Animal-Mechanicals*** from Halifax Film and ***Super WHY!*** from Out of the Blue Enterprises, in conjunction with DECODE Entertainment. Programming for older kids includes the DECODE Entertainment and Aardman Animation co-production ***Chop Socky Chooks*** and Studio B's ***Kid vs Kat*** for the 6-11 demographic. Also headlining the MIPCOM slate is ***Clang Invasion*** for 8-12s from DECODE Entertainment, Scrawl Studios, and Agogo Entertainment, and new episodes of DECODE's teen live action hit ***Latest Buzz***.

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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.