



DECODE ENTERPRISES TO DEBUT STUDIO B AND WGBH BOSTON'S *MARTHA SPEAKS* AT MIPCOM 2008

Slate of programming from producers including Halifax Film, DECODE Entertainment and Studio B Productions

Toronto, London 11 September 2008. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., is bringing a diverse range of programming for all ages to MIPCOM 2008, including debut show *Martha Speaks*, from Studio B Productions and WGBH Boston. Also on its market slate are new episodes of established shows alongside brand new programming from DHX Media's production subsidiaries and third party producers.

Preschool series include *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 *Martha Speaks* from Studio B and WGBH Boston, aimed at 4-7 year olds plus 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*.

Martha Speaks is an animated series produced by Studio B Productions and WGBH Boston and based on the best-selling books by Susan Meddaugh which have sold nearly one million copies in the U.S., and have been widely translated throughout the world.

Airing on PBS KIDS in the US from September, *Martha Speaks* has also sold to a trio of Canadian broadcasters: TVO, Knowledge Network and SCN will also launch all 40 half-hour episodes of the series starting in September. The series follows the adventures of Martha, a loveable dog whose appetite for alphabet soup gives her the power of human speech.

DECODE Enterprises represents all television and home video rights to Halifax Film's *Bo on the GO!* (40x22') and will be debuting brand new episodes at MIPCOM. Using motion capture technology and CG, *Bo on the GO!* promotes an active lifestyle and an active mind for preschoolers. It is currently one of CBC's highest rating preschool shows and has sold around the world.

Also from Halifax Film and new for MIPCOM is puppet series, *Mighty Jungle* (26x11'). Commissioned by CBC in Canada, the preschool show is set in a world deep in the mighty jungle. Through leafy vines and under a canopy of chattering birds, is a world for preschoolers to explore. Through the use of lively colourful puppet animals, *Mighty Jungle* reflects the spirit of its preschool audience through adventure and play.

CBC commissioned ***Animal-Mechanicals*** (40x11') is an action/adventure series for preschoolers that combines fantastic worlds, mythical animals and cool quests.

DECODE Enterprises also holds worldwide television rights excluding the U.S. to ***Super Why!*** the innovative, critically-acclaimed animated preschool show. Deals already signed for ***Super Why!***, which is already airing in the U.S. on the top-rated PBS KIDS preschool programming block, include Nick Jr. in the UK, Canada's CBC, Singapore's Kids Central, Korea's KidsTalkTalk channel, ATV, EBS, Hana TV and Iconix Entertainment.

Animated 26x22' 3D series ***Chop Socky Chooks*** is currently in production for Cartoon Network and Teletoon. The Chooks are a crack team of Kung Fu chickens – Chuckie Chan, Chick P and KO Joe. The three plucky heroes work undercover in Wasabi World, a towering shopping mall run by their arch-enemy Dr Wasabi, mutated piranha and head of an evil retail empire.

Kid vs Kat is a comedy about the exaggerated conflict between a demonically malevolent cat and the beleaguered ten-year-old boy to whom it has taken a demented dislike. The 52x11 26x22' series which is produced by Studio B in association with YTV and Jetix Europe has recently been acquired by Jetix US.

Clang Invasion (26x22' or 52x11') is a fast-paced sci-fi comedy about the adventures of a dysfunctional crew of alien robots who crash-land in the backyard of siblings Daisy and Robin. The series has been developed by Singapore's Scrawl Studios and the Media Development Authority of Singapore (MDA) in co-production with DECODE, YTV and established Hong Kong animation company Agogo Entertainment Ltd. DECODE has worldwide distribution rights for this Canada/Hong Kong/Singapore treaty co-production. ***Clang Invasion*** has already pre-sold to YTV.

Live action hit ***The Latest Buzz*** has scored a third season commission from Canada's Family Channel and the new episodes bring the total to 65x22' available for the international market. Broadcasters airing the hit series which centers around five teen writers' who work at a youth magazine during 8th period at school, include Boomerang UK, SuperRTL, ABC (Australia), and the Disney Channels in France, Italy and India, Cartoon Network Latin America and Germany Nickelodeon Spain, Digiturk, Ireland's RTE, Canada's VRAK.TV

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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.