



DECODE ENTERPRISES SELLS *MARTHA SPEAKS* TO CBBC

Toronto, London 11 December 2008. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., has signed a deal with CBBC for 2D animated series *Martha Speaks*, produced by Studio B and WGBH Boston.

Controller of CBBC, Anne Gilchrist says "I'm delighted to have Martha Speaks airing on CBBC. The series is full of great, heart warming stories and I know it will really appeal to the younger end of our audience."

Neil Court, President of DECODE Enterprises added: "We believe that *Martha Speaks* will be an ideal fit for CBBC's audience and are delighted to have concluded this major broadcast deal for the series following a strong launch at MIPCOM."

Martha Speaks (40x22') is an animated series 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.

The series follows the adventures of Martha, a loveable dog whose appetite for alphabet soup gives her the power of human speech. Using her speaking abilities, Martha gets jobs, foils bad guys, wins contests, runs for office and orders lots of pizza! A dog's breakfast of messes and hilarious entanglements ensue for Martha, her family and the unsuspecting people of her town who make up the comic heart of the series.

Currently airing on PBS KIDS in the US, *Martha Speaks* has also sold to a trio of Canadian broadcasters: TVO, Knowledge Network and SCN.

For further information please contact:

Aimee Norman, Blueprint PR, Tel + 44 (0) 20 8341 6171 or aimee@blueprintpr.co.uk

Or Polly Beel, DECODE Entertainment, Tel + 416-363-8034 or polly@decode-ent.com

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 Studio B Productions, a DHX Media Company

Headquartered in Vancouver, B.C., Canada, Studio B Productions Inc., a production subsidiary of DHX Media Ltd., is a leader in the field of kids' entertainment. Studio B is the producer of such popular and award-winning properties as *Ricky Sprocket – Showbiz Boy* (seen on TELETOON and Nickelodeon worldwide), *Being Ian*, *The Amazing Adrenalini Brothers!*, *Class of the Titans* and *George of the Jungle®*, a co-production with Classic Media, Inc. and seen on Cartoon Network U.S. Studio B's new properties include *Martha Speaks*, a co-production with WGBH Boston that airs on PBS KIDS and *Kid vs. Kat*, an original series with YTV and Jetix Europe.. For more information, please visit www.studiobproductions.com.

About WGBH Boston

WGBH Boston is America's pre-eminent public broadcasting station, producing one-third of PBS's primetime lineup – more than any other single production house. WGBH is the creator of the award-winning PBS children's series *Arthur*, *Between the Lions*, *Postcards from Buster*, and *ZOOM*, as well as the critically acclaimed new favorites, *Curious George* and *FETCH! With Ruff Ruffman*. WGBH also produces the award-winning *Peep and the Big Wide World* (seen on TLC's *Ready Set Learn!*, *Discovery Kids*, and public television), and *Time Warp Trio* (seen on the *Discovery Kids Channel*). WGBH's children's series have been recognized with some of the world's most prestigious awards, including 14 Emmys, the George Foster Peabody Award, three Prix Jeunesse awards, a BAFTA, and more than a dozen Parents' Choice Awards. For more information, visit www.wgbh.org