



DECODE ENTERPRISES INVITES BUYERS TO EXPLORE THE *MIGHTY JUNGLE* AT MIPTV 2008

Toronto, London 23 January 2008. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., is expanding its catalogue of distinctive preschool entertainment with brand new puppet series, *Mighty Jungle* (26x11').

Produced by Halifax Film and commissioned by CBC in Canada, *Mighty Jungle* will be launching at MIPTV 2008.

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.

Neil Court, President of DECODE Enterprises said: "Our preschool slate for MIPTV is shaping up to be one of our strongest yet with recent new additions of *Mighty Jungle*, *Animal Mechanicals* and *Super Why*. With its use of puppetry, *Mighty Jungle* offers something different alongside our animated properties."

DECODE Enterprises represents the international rights to Halifax Film's kids and family programming including other preschool properties *Bo On the Go*, the award-winning *POKO* and new animation series *Animal-Mechanicals*. It also distributes preschool-targeted *Super Why* from DECODE Entertainment and *Blue's Clues* producers Out of the Blue Enterprises, as well as the DECODE-produced *Franny's Feet* which has sold to over 150 countries.

With DHX's recent purchase of Studio B, DECODE Enterprises will also be representing programming from the acclaimed Vancouver studio.

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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.