



DECODE ENTERPRISES SIGNS ASIA AND AUSTRALIA DEALS FOR ***SUPER WHY!***

Toronto, 14 June 2009. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., is bringing the award-winning, literacy-based series ***Super WHY!*** to new preschool audiences across Asia and Australia, signing deals Tooniverse in Korea, TV 12 Singapore, Astro TVIQ for Malaysia and Indonesia, Thailand's True Visions and Nickelodeon Australia.

Josh Scherba, VP, Distribution of DECODE Enterprises said: "There is always a demand for strong preschool programming that balances entertainment with learning, but it's a challenging genre. ***Super WHY!*** has a proven track record on channels in the US and internationally and it's no surprise that further broadcasters are snapping up the show."

The innovative, critically-acclaimed animated preschool show already airs in the U.S. on the top-rated PBS KIDS preschool programming block as well as on Canada's CBC, Nickelodeon UK, Singapore's Kids Central and Korea's KidsTalkTalk EBS, ATV, Hana TV channels. DECODE Enterprises holds worldwide television rights to the series excluding the U.S.

Super WHY! is produced by Out of the Blue Enterprises, the groundbreaking originator, producer and brand development visionary of interactive children's entertainment properties, in conjunction with DECODE Entertainment, one of the production subsidiaries of DHX Media. Out of the Blue is led by Co-Founders Angela C. Santomero, a creator of the preschool entertainment phenomenon, *Blue's Clues*, and former Nickelodeon entertainment executive and children's marketing expert, Samantha Freeman. In addition to its work on ***Super WHY!***, the company created, wrote and produced the new ten-episode series *Blue's Room*, which launched in January 2007 on Nick Jr.

Reading is power and ***Super WHY!*** is the only preschool property created to help young children learn important literacy skills through interactive storybook adventures. The program represents a unique approach to preschool educational television, featuring the Super Readers, a team of superhero characters with literacy-based powers, who jump directly into books to look for answers to everyday challenges. The home viewer is the superhero sidekick, who is encouraged to participate in the fun through playing research-based reading games. *Hip Hip Hooray, the Super Readers save the day!*

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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 Out of the Blue Enterprises

Out of the Blue Enterprises is dedicated to developing a groundbreaking portfolio of individually-targeted children's entertainment properties. The company creates breakthrough, interactive and curriculum-based entertainment concepts that span a variety of viable platforms, including television, video, publishing and consumer products.

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