



## DECODE ENTERPRISES SCORES ASIA SALES

### Further television deals across preschool animation library in advance of ATF

Toronto, London 30 November 2009. DECODE Enterprises, the distribution subsidiary of DHX Media is heading to the Asia Television Forum (ATF) with significant sales already signed across its preschool animation catalogue, further boosting the presence of its programming in the region.

okto Singapore has also picked up award-winning, literacy-based **Super WHY** alongside deals for Halifax Films' action adventure series **Animal Mechanicals** and Adastra Creative's **Grandpa In my Pocket**.

In further deals, True Visions in Thailand has snapped up DECODE Entertainment's **Franny's Feet, Bo on the GO!** a 'get up and go series' from Halifax Film, and **Poppetstown**, an official Canada - Spain co-production produced with the participation of Sony Creative Products.

Sun TV India has acquired a trio of preschool shows including all available episodes of series **Franny's Feet, Super WHY** and **Martha Speaks**.

Craig McGillivray, Territory Manager for Asia, Japan and Latin America at DECODE Enterprises said: "As these deals show, Asia continues to be a major market for us, particularly in the preschool arena. We're looking forward to further strengthening our relationships with broadcast partners in the region next month at ATF."

DECODE Enterprises will be heading to ATF looking to sign further deals across its slate of animation and live action. Key programming for the event includes **Animal Mechanicals, Poppetstown**, Heroic Film Company's tween live action **How to Be Indie** and older preschool skewing **Martha Speaks** from Studio B and WGBH Boston, and **dirtygirlworld**, a music-centric series combining live action and animation with photomontage and illustration from mememe and DECODE Entertainment.

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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 the TSX in Toronto.