



DECODE ENTERTAINMENT WINS ORDER FOR THIRD SEASON OF *FRANNY'S FEET*

Toronto, London 25 June 2007. Leading kids and family entertainment specialist DECODE Entertainment, a subsidiary of DHX Media Ltd., has followed recent major deals for hit preschool series *Franny's Feet* with a third season commission from Family Channel, an Astral Media network. The Canadian broadcaster has ordered a further 26x11 minutes, bringing the total to 104x11' (or 52x22'), and will air the new season on its Playhouse Disney and Family channels.

Recent deals for the property have seen the television series acquired by PBS Kids Sprout, following excellent ratings for the show in the US on THIRTEEN/WNET where it airs daily, and in the UK, a sale to the Disney Channel.

The DECODE Entertainment-produced series is a commission by Canada's Family Channel. In the US, *Franny's Feet* airs on PBS member stations in markets such as Los Angeles, Boston, Chicago, Dallas, Seattle and Washington. It is also currently shown in more than 150 countries worldwide, including the UK where it airs as part of the Five's popular *Milkshake* preschool strand and on Disney Channel UK. Further major international channels include France 5, Disney Channel Germany, Italy's Rai, and TV2 Denmark in Europe as well as ABC Australia and Cartoon Network in Japan, Korea and Taiwan, and TV12 Singapore in Asia.

The series is sold worldwide by DECODE Enterprises, DHX's distribution subsidiary. Worldwide licensing is managed by The Sharpe Company.

Beth Stevenson, Executive VP of Production and Development at DECODE Entertainment said: "We're really looking forward to taking Franny to new and exciting places in the new season. We've signed a number of key deals for the property over recent months and this commission gives us a further platform to build on with extending the brand."

Franny's Feet is supported by an extensive licensing and merchandising campaign. PLAYSKOOL, a division of Hasbro, Inc., is worldwide master toy and game license and is set to launch series of toys and games incorporating dolls, accessories, role play, games and puzzles next year.

The licensing programme includes recent deals with Allumination Filmworks for US home entertainment, US deals for Halloween costumes with Disguise Inc., and Cadaco for crayon and paper arts activity products and glue based cling moulds and frames for activity.

Penguin Group USA has launched storybooks, readers, stickerbooks, a series of novelty books such as board, lift-the-flap and word game activity books and Simon & Schuster's color & activity books and kits will also roll out in stores in 2008.

In the UK, the company has signed an apparel deal with Cooneen and a dress up deal with Cesar brokered through UK agent Rocket Licensing and in Argentina, agent IMC has signed up Ediciones B as publisher of story books and soft cover titles in Argentina and Uruguay.

DECODE has also recently signed up a number of international licensing sub-agents through its representative, The Sharpe Company including CPLG (Copyright Promotions) in France and Italy, Scandinavia's Alicom Licensing, IMC (International Merchandising Consultants) in Argentina, Australia's IFG and Korea's Asiana Licensing have come on board to extend the reach of the brand in key markets.

Franny's Feet follows the adventures of a little girl with magical shoes. Each episode follows Franny off on a different adventure. *Where will my feet take me today?*...There's the time her sandals take her to meet Princess Tia in Egypt or when she puts on hiking boots to take her to the mountains of Tibet, where she learns from Rinchen about Yak herding.

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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.

Playhouse Disney is a commercial-free, multiplex channel offered to Family Channel subscribers across Canada. Committed to offering engaging, educational and development-based programming for younger children, the channel offers exclusive, first-run programs from Disney together with celebrated Canadian series to create an environment for fun and learning. Visit us at www.playhousedisney.ca. Playhouse Disney is an Astral Media network.

Astral Media is a leading Canadian media company, active in specialty, pay and pay-per-view television, radio, outdoor advertising and the Internet. Astral Media's solid and dynamic presence in the country's major markets rests on its commitment to offer a unique combination of high-quality, targeted media for all its audiences.