



DECODE ENTERTAINMENT WINS THIRD SEASON COMMISSION FOR *THE LATEST BUZZ*

Signs international sales for live action series

Toronto, London 31 July 2007. Leading kids and family entertainment specialist DECODE Entertainment, a subsidiary of DHX Media, has scored a third season commission from Canada's Family Channel for *The Latest Buzz*, a live action series aimed at teens. The new episodes will bring the total to 65x22' available for the international market.

"We're thrilled to commission a third season of *The Latest Buzz*, a show that keeps getting better and better with each new episode since its record-setting broadcast premiere," said Kevin Wright, Senior Vice President, Programming, Astral Television Networks. "We're proud that Family Channel audiences continue to make success stories out of original Canadian productions like *The Latest Buzz*. Full marks to Decode for assembling such an outstanding cast and crew."

In addition, DHX Media's distribution subsidiary DECODE Enterprises has made a raft of sales to international broadcasters. Cartoon Network Latin America, Nickelodeon Spain, Digiturk, Ireland's RTE and Canada's VRAK.TV have acquired both seasons one and two (39 x 22') with Cartoon Network Germany picking up season one.

These broadcasters join Boomerang UK, SuperRTL, ABC (Australia), and the Disney Channels in France, Italy and India as licensees for the series which centers around five 14 year-old writers' who work at a youth magazine during 8th period at school.

Neil Court, President of DECODE Enterprises, said: "Creating live action shows with international appeal for this demographic is a challenge but *The Latest Buzz* has universal themes at its core. The new season commission and further international deals for the series shows that we're hitting the right note with our live action output."

Struggling youth-oriented magazine Teen Buzz decides to replace its staff with actual teens by running an essay-writing contest, giving an amazing opportunity to five students of a progressive high school. Instead of being in class, they will take their last period of the day at the posh offices of Teen Buzz.

Intense story deadlines, unpredictable celebrity interviews, high glamour fashion shows, cool music reviews. Some people call these dream careers. Our kids call it “eighth period.”

The ensemble comedic press team includes rich girl fashionista, Amanda; the music guru, Noah; and Wilder the gamer. Rebecca covers the school beat and her best friend, Michael, has an ear for celebrity gossip. Thrown together in this new experience, how will they deal with the high pressure world of publishing as well as regular school?

Other live action on DECODE Enterprises sales slate includes the DECODE Entertainment produced *Radio Free Roscoe* and *Naturally Sadie*. It also represents television rights to Turner Broadcasting’s live action series *My Spy Family* (26x22’) which airs alongside *The Latest Buzz* on Boomerang in the UK, as part of the channel’s recently introduced live action block.

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About DECODE Entertainment, a DHX Media Company

DECODE Entertainment is a subsidiary of DHX Media Ltd, a leading international producer and distributor 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 Family Channel

Family Channel is a premium, commercial-free network offering the best in family television entertainment in 5.6 million homes across Canada. Dedicated to celebrating family life and providing a fun experience for all, Family airs a unique mix of series, movies and specials, with a large portion of programming supplied by Disney. Visit us at family.ca.

Family Channel is an Astral Media Television Network. **Astral Media** is a leading Canadian media company, active in specialty, pay and pay-per-view television, radio, outdoor advertising and iMedia. 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.