



DECODE ENTERTAINMENT ANNOUNCES MAJOR NEW CO-PRODUCTION WITH MEMEME PRODUCTIONS FOR *DIRTGIRLWORLD*

**Animated preschool series commissioned by
ABC in Australia, CBeebies in the UK and Canada's CBC**

Toronto, London 3 June 2008. Leading kids and family entertainment producer DECODE Entertainment, a subsidiary of DHX Media Ltd., is to co-produce *dirtgirlworld* with Australia's mememe productions, a major new 52x11' (or 26x22') series commissioned by the ABC, CBeebies and CBC. The show is DECODE Entertainment's first Canadian/Australian co-production.

DECODE Enterprises, the distribution subsidiary of DHX Media, will handle worldwide distribution and merchandising and licensing rights for the series excluding the UK, which will be represented by BBC Worldwide, and Australia which will be represented by mememe productions.

dirtgirlworld is created by Cate McQuillen and Hewey Eustace of mememe productions Australia who, with Jenny Lalor, will be executive producing the series alongside DECODE's Steven DeNure, with Beth Stevenson as producer. The show's distinctive animation style has been pioneered by Hackett Films in Australia.

Steven DeNure, President, DECODE Entertainment said: "We're looking forward to working with mememe productions who have created a wonderfully original concept with *dirtgirlworld*. It's a truly standout show with fantastic characterization and with ABC, CBeebies and CBC already on board, we have a strong team in place to take this series to its full potential."

Cate McQuillen and Hewey Eustace from mememe productions are very excited about this production: "We are so proud to be working with DECODE to bring *dirtgirlworld* to our audience. This is very much a story from our hearts. *dirtgirlworld* is entertainment with an environmental focus that invites children to be involved in a world where nature first is second nature."

Michael Carrington, Controller of CBeebies, said: "At CBeebies we are always on the look out for innovative and distinctive ideas – *dirtgirlworld* is the perfect example of that. We are thrilled that the series is joining our programme portfolio."

Tim Brooke-Hunt, Executive Head of Children's at the ABC said: "I am proud and delighted that *dirtgirlworld* is the first pre-school show to be commissioned under my watch. I believe that *dirtgirlworld's* winning combination of innovative, stand-out design and its positive environmental message, encouraging young kids to have fun planting and playing in the garden or the park, makes this a very special show which the ABC is proud to commission alongside the BBC UK and CBC Canada."

Kim Wilson, Creative Head Children's and Youth Programming added: "Every once in a while a project comes along that you love instantly; with music, nature, great characters and exceptional design, this is one of those. The producers are outstanding, as are the broadcast partners. We feel confident that it will not only be an outstanding success, but also a television and online property that will really make a difference for preschoolers."

Aimed at older preschoolers, ***dirtgirlworld*** is a distinctive blend of animation, photomontage and illustration that takes the audience to a world where the real and unreal collide. This music-centric series explores the natural world and invites the audience to "go get grubby" with Dirtgirl, a gumboot-wearing girl who grows awesome tomatoes, knows cloud names and drives a big orange tractor.

Dirtgirl's backyard is full of friends. There's Scrap Boy, her best friend who's a whiz with junk. There's Grubby with her worm's eye view and burping bottom, Ken the Weevil, Roger the Rooster and the Chicks, Hayman the monosyllabic scarecrow, and the Green Thumbs – real kids in real gardens having fun. Targeting the 3–7 year old market, ***dirtgirlworld*** is a celebration of life in the big world outside.

For further information please contact:

Aimee Norman, Blueprint PR, Tel + 44 (0) 20 8341 6171 or aimee@blueprintpr.co.uk
Or Polly Beel, DECODE Entertainment, Tel + 416-363-8034 or polly@decode-ent.com

Notes to editors:

About DECODE Entertainment, a DHX Media Company

DECODE Entertainment is a subsidiary of DHX Media Ltd, a leading international producer 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 mememe productions pty ltd

mememe productions is where immaculate children's content is conceived, born and eventually fostered out from the bush in Northern NSW Australia.

mememe productions prefer their company name is displayed in all lower case letters...thanks!