



DECODE INTERACTIVE HITS THE MARK WITH *WHACK O LANTERN* FOR APPLE IPHONE

Second collaboration with Nathan Jurevicius

Toronto, 30 October 2008. DECODE Interactive, a leading provider of youth targeted interactive games, activities, and rich online environments, announced today the release of *Whack O Lantern*, the company's first game for the Apple iPhone platform. Just in time for the Halloween season, the brand new game couples "easy to pick up, hard to put down" accessible game play with rich and vibrant graphics, a spooky soundtrack, and unique characters in multiple locations.

Whack O Lantern merges the classic fast-paced carnival game *Whack a Mole* with the unique characters of *Strange World* by world-renowned artist, illustrator and urban vinyl toy designer Nathan Jurevicius, creator of *Scarygirl*. *Whack O Lantern* is the second collaboration between DECODE Interactive and Jurevicius. The first, a series of 90x15" animated shorts called *Dudson*, airs on the Toronto transit system.

"We are ecstatic to be expanding our catalogue into the Apple iPhone and iPod Touch platforms," said Anne Loi, SVP of DECODE. "We feel that this platform is one of the most promising game platforms in the marketplace today, and we look forward to continuing our tradition of creating quality game and entertainment experiences for family audiences with our new Apple partnership."

Whack O Lantern for the iPhone and iPod Touch is available now from the Apple App Store for \$1.99.

DECODE Interactive is the new media division of DECODE Entertainment, a DHX Media company.

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Notes to editors:

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