



DECODE ENTERPRISES HITS TG4 FOR SIX

Animated and live action series sold to broadcaster in Ireland

Toronto, 24 July 2009. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., has scored a major package deal with TG4, selling six of its animated series to the Irish channel.

Live action ***My Spy Family***, preschool animated shows ***Franny's Feet***, ***Animal Mechanicals*** and ***Bo on the GO!*** (season two) have sold alongside older-skewing ***Chop Socky Chooks*** and Canadian/Hong Kong/Singapore co-production ***Clang Invasion*** in a deal that totals over 120 half hours of programming from the DECODE library.

Josh Scherba, VP Distribution at DECODE Enterprises said: "We're signing a number of these package deals which highlights that we have a solid library across the board. While our new shows are going from strength to strength, we're also seeing continued demand for our more established series, across both live action and animation, and for all age groups."

Turner Broadcasting's live action ***My Spy Family*** (26x22') centres on the Bannons, a family of ex-spies who live in an ordinary looking house, in an ordinary looking street, in an ordinary looking part of a very ordinary town. But as a family they are completely, desperately, utterly...EXTRAordinary. Trained to foil supercriminals, overthrow dictators and leap from planes without parachutes, they're now squashed together in a cramped semi and facing their toughest mission to date: retirement! ***My Spy Family*** is produced by Kindle Entertainment and aimed at kids aged 6-14 years.

Franny's Feet which follows the adventures of a little girl with magical shoes is a commission by Astral Media's Family Channel in Canada, which airs the show on its Playhouse Disney and Family channels. Further broadcasters include PBS KIDS, Sprout and V-me in the US and channels in more than 150 countries worldwide such as Five in the UK, 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. ***Franny's Feet*** is supported by an extensive worldwide licensing and merchandising campaign.

Halifax Films' ***Animal Mechanicals*** is an action adventure series for preschoolers that combines fantastical worlds, mythical animals and cool quests. And, best of all, ***Animal Mechanicals*** transform! The series is one of CBC's top-rating preschool shows where it has recently been commissioned for a third season and also scores high ratings around the world on Disney Channels in the UK and Asia; Radio-Canada, Discovery Latin

America, Romania's HOP, EBS in Korea; Al-Jazeera Children Channel and Prava I Prevodi, who acquired the title for Bosnia, Croatia, Serbia and Montenegro.

Using motion capture technology and CGI, ***Bo on the GO!*** promotes an active lifestyle and an active mind for preschoolers. ***Bo on the GO!*** follows the adventures of Bo, a positive, energetic and inquisitive young heroine and her young friend Dezadore dragon. Also produced by Halifax Film, ***Bo on the GO!*** has been commissioned for a third season by CBC in Canada where it is currently one of the broadcaster's highest rating preschool shows and also airs on CITV in the UK and France 5 as well as on further channels worldwide.

Aimed at 7-11 year olds, the 26x22' 3D Aardman Animations and DECODE Entertainment-produced ***Chop Socky Chooks*** is a commission for Cartoon Network and Teletoon. The Chooks are a crack team of Kung Fu chickens – Chuckie Chan, Chick P and KO Joe. The three plucky heroes work undercover in Wasabi World, a towering shopping mall run by their arch-enemy Dr Wasabi, mutated piranha and head of an evil retail empire.

Clang Invasion (26x22' or 52x11') is a fast-paced sci-fi comedy about the adventures of a dysfunctional crew of alien robots who crash-land in the backyard of siblings Daisy and Robin. The series has been developed by Singapore's Scrawl Studios and the Media Development Authority of Singapore (MDA) in co-production with DECODE, YTV and Hong Kong animation company Agogo Entertainment Ltd.

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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.