



DHX INTERACTIVE WINS AWARD FOR NEW IPHONE GAME

Toronto, 21 May 2010. DHX Interactive, a leading provider of youth targeted interactive games, activities, and rich online environments, is 2009-2010 winner of the prestigious Applied Arts Magazine Interactive Award for Mobile App (single) for its ***Apollo 11: The Game*** for the Apple iPhone.

The game was developed in collaboration with NASA to celebrate the 40th anniversary of the historic moon landing. During its launch month of July 2009, ***Apollo 11: The Game*** was ranked among the top 25 paid apps. In addition, an optimized version of ***Apollo 11: The Game*** will be available for the iPad in Summer 2010.

The game enables iPhone users to relive one of the greatest events in the history of mankind. Users can take a trip to the moon and use the unique iPhone controls to guide a mission from liftoff to splash down, over seven levels, featuring full 3D environments and archival mission imagery from the NASA archives.

Gamers train for missions with the Flying Bedstead, control various spaceships using the accelerometer, extract the Lunar Module and perform precision midcourse corrections. Training and lunar landing levels can be unlocked at the start with users able to access remaining levels through story mode and earn mission patches with a full-featured achievement system.

The DHX Interactive team behind ***Apollo 11: The Game*** include: project lead Jean-Guy Niquet; creative direction by Diana Arruda; Marc Wilson as lead programmer with further programming by Joseph Pasek, Douglas Stamp, and Quincey James; and design by Alex Letov.

Established in 1986, Applied Arts is Canada's premier magazine of visual communications and a leading voice of the industry. The magazine delivers gorgeous imagery, strong opinion, timely information and industry insight. The Applied Arts Interactive Awards are one of the industry's most prestigious recognitions of creative excellence, based on creative merit, technical excellence and sustainability for end use. Entries are judged by an international panel of industry professionals and experts.

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Notes to editors:

About DECODE Interactive, a DHX Media Company

DHX Interactive is the new media 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 Interactive is an award-winning, industry leader in Flash application development, game programming and interactive television. DHX Interactive offers expertise in interactive content for iPhone™ and iPad™ Applications; Unity, Flash and Ajax Development and Concept Design and Development. DHX Media Ltd. shares trade on the TSX in Toronto.