



DHX INTERACTIVE BREATHES LIFE INTO *LIVING STORIES*

Launching new brand of apps for the Apple iPhone™ and iPod® Touch

Toronto, 4 February 2010. DHX Interactive, a leading provider of youth targeted interactive games, activities, and rich online environments, has launched its latest apps for the iPhone™ and iPod® Touch. The ***Living Stories*** brand of animated storybooks will bring new and classic children's tales to life starting with the Hans Christian Andersen classic *The Princess and the Pea* and *King Midas*. Both are available now on the iTunes App Store at a price of \$1.99.

Combining beautiful art, narration, interactive features and compelling stories, the app is easy-to-use for kids, allowing preschoolers to read along on their own. ***Living Stories*** is the perfect way to entertain kids and to help them learn to read, whether at home or on-the-go.

Users can read along with full English language narration, that is accompanied by beautiful illustrations developed specifically for iPhone screens. Or, readers can even record their own narration, adding their voice to the book to play back again and again. Pages turn just like a real book, with a tap. Plus, there are added interactive extras such as touch illustrations for sounds and movement.

Anne Loi, Senior VP Finance and Operations of DHX Media said: "This is an ideal marriage of DHX's production expertise in animation, illustration and storytelling, and our interactive division's expertise in developing content specifically tailored to these devices. The ***Living Stories*** app titles are perfect for kids and parents."

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Notes to editors:

About DHX Interactive, a DHX Media Company

DHX Interactive is an award-winning, industry leader in Flash application development, game programming and interactive television. DHX Interactive is dedicated to creating original and innovative interactive content that enhances the way kids play and learn on various platforms including PC/online, iPhone, Android, WiiWare and Xbox 360 Marketplace.

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 Media Ltd. shares trade on both London's AIM exchange and the TSX in Toronto