



DECODE ENTERPRISES SELLS OVER 200 HOURS OF PROGRAMMING IN CENTRAL AND EASTERN EUROPE

Toronto, 15 June 2009. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., is attending DISCOP with over 200 hours of programming deals already signed with key broadcasters in Central and Eastern Europe.

Hop! in Romania has taken four shows from the DECODE Enterprises roster of popular preschool entertainment including all available episodes of the DECODE Entertainment-produced *Franny's Feet* and *The Save-Ums!*, both seasons of Halifax Films' *Animal Mechanicals*, and 40 episodes of *Bo on the GO!*, also from Halifax Film, which is set to air in Slovenia following a deal with RTV Slovenia.

In Poland, Media Service Zawada has picked up the home video rights to animated series *Watership Down*. Also in the territory from DECODE's teen slate, *Girl Stuff, Boy Stuff* has been taken by Canal+ and all 52 episodes of *Radio Free Roscoe* have sold to Telewizja Polska with further deals for the series signed with Prava I Prevodi for Bosnia and Herzegovina, Montenegro, Croatia, Serbia. In Russia, *Radio Free Roscoe* has been sold to MUZ-TV while 2 x 2 has picked up two of DECODE's series targeting young adults: *Bromwell High* and *Undergrads*.

Lara Ilie, Territory Manager at DECODE Enterprises said: "We're steadily building a significant presence in this market and these deals give us a good position going into DISCOP. The strength of our library is highlighted by the fact that many broadcasters are acquiring all available episodes of many of our shows."

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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.