



DECODE ENTERTAINMENT'S *FRANNY'S FEET* STEPS INTO PUBLISHING

Book deals signed for preschool property with Penguin Young Readers Group and Simon & Schuster

Toronto, London 30 January 2007. Leading kids and family entertainment specialist DECODE Entertainment is continuing to sign up licensees for its international hit preschool property *Franny's Feet*, currently airing in the US with excellent ratings on PBS, with major publishing houses Penguin Group (USA) and Simon & Schuster the latest to come on board as publishing partners for the US and North America.

Grosset & Dunlap, an imprint of Penguin Young Readers Group is set to launch storybooks, readers, stickerbooks, a series of novelty books such as board, lift-the-flap and word game activity books in 2008. In a separate deal, Simon & Schuster will launch color & activity books and kits which will also roll out in stores in 2008.

These book deals follow a recent major licensing deal with PLAYSKOOL, a division of Hasbro, Inc., for the master toy and game license for *Franny's Feet*. A series of toys and games incorporating dolls, accessories, role play, games and puzzles are set to launch in 2008.

The Sharpe Company, Inc. (Manhattan Beach, CA), DECODE's licensing agency, negotiated all licenses.

Beth Stevenson Executive Vice President, Production and Development at DECODE Entertainment said: "Books are a core part of a licensing strategy aimed at preschoolers so we're very pleased to have Penguin (USA) and Simon & Schuster on board. With these partnerships in place and our recent toy deal with PLAYSKOOL, we are in a great position to build the *Franny's Feet* brand."

In the US thirteen new episodes of *Franny's Feet* are currently airing on PBS following rave reviews and strong ratings in top markets for the first season. *Franny's Feet* ranked No. 1 in the PBS weekend lineups in Seattle, St. Louis and New York, and also performed well in Philadelphia, Kansas City and Cincinnati.

Franny's Feet, a commission by Five in the UK and Canada's Family Channel, is also a success in international markets. It airs on major broadcasters around the globe including ABC Australia, France 5, Cartoon Network in Japan and Taiwan, Italy's Rai, TV2 Denmark and TV12 Singapore.

The series follows the adventures of a little girl with magical shoes. Each episode follows Franny off on a different adventure. *Where will my feet take me today?...* There's the time her sandals take her to meet Princess Tia in Egypt or when she puts on hiking boots to take her to the mountains of Tibet, where learns from Rinchen about Yak herding.

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Notes to editors:

About DECODE Entertainment

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 AIM and are listed on the TSX, the Toronto Stock Exchange.

About The Sharpe Company

The Sharpe Company is an entrepreneurial intellectual property management boutique, serving as a licensing agent and consultant, strategic brand development manager, and entertainment packager. The core focus of Sharpe's activities is to bring a truly global perspective to the business of marketing intellectual properties. The company was founded by international licensing expert Charles Day, known for creating and building the global licensing and marketing program of Harvey Entertainment of Los Angeles and the international expansion of Europe's largest licensing company, Copyright Promotions of London. The Sharpe Company is based in Manhattan Beach, CA. Contact: Charles Day, Ph: (310) 545-6839 E: charlie.day@sharpeco.com