



## DECODE ENTERPRISES' *FRANNY'S FEET* GETS Foothold ON THE DISNEY CHANNEL UK

Toronto, London 26 February 2007. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., has sold its international hit show *Franny's Feet* to the Disney Channel in the UK.

The DECODE Entertainment-produced series recently began airing daily on THIRTEEN/WNET in the US, and the company also signed an apparel deal in the UK this month with Cooneen, brokered through UK agent Rocket Licensing.

*Franny's Feet* is a commission by Canada's Family Channel and the UK's Five, where it airs as part of the channel's popular *Milkshake* preschool strand. The show is currently shown in more than 150 countries worldwide, including major international channels ABC Australia, France 5, Disney Channel Germany, Cartoon Network in Japan, Korea and Taiwan, Italy's Rai, TV2 Denmark and TV12 Singapore. In the US, the series has achieved excellent ratings on PBS member stations in markets including Boston, Chicago, Dallas, Baltimore and Salt Lake City.

Neil Court, President of DECODE Enterprises said: "This deal with Disney in the UK underscores the character's global appeal. Franny has her feet firmly in the US and international markets through significant broadcast sales and 2008 will see the brand further established through the roll out of consumer products."

The licensing programme includes recent deals with Allumination Filmworks for US home entertainment, US deals for Halloween costumes with Disguise Inc., and Cadaco for crayon and paper arts activity products and glue based cling moulds and frames for activity. In Argentina, IMC has signed up Ediciones B as publisher of story books and soft cover titles in Argentina and Uruguay.

PLAYSKOOL, a division of Hasbro, Inc., has worldwide 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.

Last month in the US, Penguin Group USA launched storybooks, readers, stickerbooks, a series of novelty books such as board, lift-the-flap and word game activity books and Simon & Schuster's color & activity books and kits will also roll out in stores in 2008.

DECODE has also recently signed up a number of international licensing sub-agents through its representative, The Sharpe Company. Following the recent appointment of Rocket Licensing in the UK, CPLG (Copyright Promotions) in France and Italy, Scandinavia's Alicom Licensing, IMC (International Merchandising Consultants) in Argentina and Korea's Asiana Licensing have come on board to extend the reach of the brand in key markets.

**Franny's Feet** 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 she learns from Rinchen about Yak herding.

**For further information please contact:**

Aimee Norman/Janet Balmforth, Blueprint PR, Tel + 44 (0) 20 8341 6171  
Email [aimee@blueprintpr.co.uk](mailto:aimee@blueprintpr.co.uk)

Polly Beel, DECODE Entertainment, Tel + 416-363-8034  
Email [polly@decode-ent.com](mailto:polly@decode-ent.com)

**Notes to editors:**

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**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.

**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. The Sharpe Company is based in Manhattan Beach, CA. Contact: Charles Day, Ph: (310) 545-6839 E: [charlie.day@sharpeco.com](mailto:charlie.day@sharpeco.com)