



## DECODE ENTERPRISES BOOSTS PRESENCE IN ISRAEL WITH OVER 100 HOURS OF PROGRAMMING SALES

Toronto, London 14 April 2009. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., has boosted its presence in Israel with sales across its live action and animation catalogue totalling over 100 hours of programming.

IETV has acquired all available episodes of the Halifax Film-produced animated show **Bo on the GO!** (40x22'), while IBA has taken both series of animated **GirlStuff BoyStuff** (39x22') alongside a deal for all three seasons of live action **Naturally Sadie** (65x22'). Further live action deals include an agreement with Noga for all 65x26' episodes of **The Latest Buzz** with the channel also picking up animated Canadian/Hong Kong/Singapore co-production **Clang Invasion** (52x11') and Studio B's **Martha Speaks** (40x26' or 80x13'). Also in the territory, ICQTV has taken internet rights to season one of **Radio Free Roscoe** (26x22'). The deals with IBA and ICQTV were negotiated through GRD International.

Lara Ilie, Territory Manager at DECODE Enterprises said: "We're delighted by the demand for our shows in Israel as we look to consolidate our presence in the territory. The volume of sales to different broadcasters across both animation and live action properties underscores the wide appeal of our slate."

Using motion capture technology and CGI, **Bo on the GO!** promotes an active lifestyle and an active mind for preschoolers. **Bo on the GO!** follows the adventures of Bo, a positive, energetic and inquisitive young heroine and her young friend Dezadore dragon. 'Dezzy' encourages children at home to go on amazing adventures by actively joining her in a variety of movements that assist her on her quest. **Bo on the GO!** is currently one of CBC highest rating preschool shows in Canada and has recently sold to France 5 as well as a number of major international broadcasters including Cartoon Network in Asia.

**Clang Invasion** (26x22' or 52x11') is a fast-paced sci-fi comedy about the adventures of a dysfunctional crew of alien robots who crash-land in the backyard of siblings Daisy and Robin.

The series has been developed by Singapore's Scrawl Studios and the Media Development Authority of Singapore (MDA) in co-production with DECODE, YTV and established Hong Kong animation company Agogo Entertainment Ltd. DECODE has worldwide distribution rights for this Canada/Hong Kong/Singapore treaty co-production.

A co-production between Studio B Productions and WGBH Boston, **Martha Speaks** is an animated show based on the best-selling books by Susan Meddaugh which have sold nearly one million copies in the U.S., and have been widely translated throughout the world. DECODE Enterprises represents worldwide television and home entertainment rights outside of the United States to the series which is currently airing on PBS KIDS in the US.

The series follows the adventures of Martha, a loveable dog whose appetite for alphabet soup gives her the power of human speech. Using her speaking abilities, Martha gets jobs, foils bad guys, wins contests, runs for office and orders lots of pizza! A dog's breakfast of messes and hilarious entanglements ensue for Martha, her family and the unsuspecting people of her town who make up the comic heart of the series.

***GirlStuff BoyStuff*** eavesdrops on six young teens who have been friends forever; three girls - Reanne, Talia and Hanna; and three boys – Jason, Simon and Ben. The gang is at that exciting, funny, awkward time when the rules of survival have suddenly changed. ***GirlStuff BoyStuff*** follows the different responses of the boys and the girls to the same events, and the hilarious results.

The series aired on YTV and Tele-Quebec in Canada, Teletoon in France, Germany's SuperRTL and ABC Australia. The Canada/Hong Kong/UK co-production is series is produced by DECODE Entertainment Inc., Agogo Corporation and Animage.

Alongside its animation slate, DECODE Entertainment has a reputation for producing smart, character-driven live action series for teens and tweens with global appeal.

***Radio Free Roscoe*** has proved to be an international hit selling to the The N in the US, The Family Channel in Canada, Canal J, France 2 and Nickelodeon in the UK. ***Naturally Sadie*** has sold worldwide to broadcasters in more than 90 countries including the Disney Channel in the U.S., ABC Australia, Nickelodeon Asia, Family Channel in Canada, France 2 and Nickelodeon in Germany, Australia, UK, Asia and new show ***Latest Buzz*** has been acquired by SuperRTL, Boomerang UK, Disney Channel France, Disney Channel Italy and ABC (Australia).

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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.