



DECODE ENTERPRISES SCORES FURTHER ASIAN DEALS FOR *KID VS KAT*

Toronto, London 13 May 2009. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., has scored further deals in Asia for *Kid vs Kat* (52x11' / 26x22'), an animated series produced by Studio B Productions in association with YTV Canada and Jetix Europe.

Disney Channel India, Disney Channel Japan and Cartoon Network in Korea have snapped up the series which was also acquired by Nickelodeon South East Asia last year. *Kid vs Kat* is also airing on ABC in Australia, YTV in Canada, Jetix Europe and Disney XD in the US.

Josh Scherba, VP Distribution at DECODE Enterprises said: "*Kid vs Kat* is a great show for the six and upwards age group, with its pace and comical storylines. It's proving to be very popular with buyers in Asia and we're really pleased to have concluded these additional sales which extend the presence of the series in an important market for us."

Created by Rob Boutilier and targeted to kids 6-11, *Kid vs. Kat* is about the exaggerated conflict between a demonically malevolent cat and the beleaguered ten-year-old boy to whom it has taken a demented dislike.

When 10-year old Coop's spoilt little sister Millie brings home a mysterious stray cat his idyllic life is turned upside-down. It turns out that this is no cat at all, but rather a malevolent space alien who just happens to look like a cat. What's more, this evil invader now blames Coop for stranding him here on Earth and is determined to destroy him! Unfortunately neither his dad, the kids in the neighbourhood, or the nasty old busybody next door, believes Coop when the inevitable chaos ensues. It's up to Coop and his best friend Dennis to find some evidence that will show the town what this "cat" really is, and to put a stop to all of its ingeniously evil schemes.

Will Coop survive long enough to make it to high school? With felines like this, who needs enemies?

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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.

About Studio B Productions, a DHX Media Company

Headquartered in Vancouver, B.C., Canada, Studio B Productions Inc., a production subsidiary of DHX Media Ltd., is a leader in the field of kids' entertainment. Studio B is the producer of such popular and award-winning properties as *Ricky Sprocket – Showbiz Boy* (seen on TELETOON and Nickelodeon worldwide), *Being Ian*, *The Amazing Adrenalini Brothers!*, *Class of the Titans* and *George of the Jungle®*, a co-production with Classic Media, Inc. and seen on Cartoon Network U.S. Studio B's new properties include *Martha Speaks*, a co-production with WGBH Boston that airs on PBS KIDS and *Kid vs. Kat*, an original series with YTV and Jetix Europe.. For more information, please visit www.studiobproductions.com.