



DISNEY CHANNEL ASIA AND LATIN AMERICA EXPLORE DECODE ENTERPRISES' *mighty jungle*

Toronto, London 4 February 2009. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., has signed deals with the Disney Channel in Southeast Asia and Latin America for new puppet series, ***Mighty Jungle*** (46x11').

Disney Channel Southeast Asia has acquired both seasons for Playhouse Disney and Disney Channel Latin America has picked up the first episodes of the show which is produced by Halifax Film and commissioned by CBC in Canada.

Set in a world deep in the mighty jungle, through leafy vines and under a canopy of chattering birds, is a world for preschoolers to explore. Through the use of lively colourful puppet animals, ***Mighty Jungle*** reflects the spirit of its preschool audience through adventure and play.

Josh Scherba, Vice President of DECODE Enterprises said: "As a puppet-based series ***Mighty Jungle*** adds something new to our catalogue of preschool programming and we're very pleased to have concluded two major Disney Channel deals for the show. Looking towards MIPTV, we have a very strong preschool slate: alongside ***Mighty Jungle*** we will also be showcasing ***Animal Mechanicals***, which is currently proving immensely popular on Disney Channel UK and CBC with kids and parents alike, alongside more established properties ***Super Why*** and ***Franny's Feet***."

DECODE Enterprises represents the international rights to Halifax Film's kids and family programming including other preschool properties *Bo On the Go*, the award-winning *POKO* and *Animal-Mechanicals*. It also distributes preschool-targeted *Super Why* from DECODE Entertainment and *Blue's Clues* producers Out of the Blue Enterprises, as well as the DECODE-produced *Franny's Feet* which has sold to over 150 countries.

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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.