



DECODE ENTERTAINMENT CULTIVATES GERMAN DEAL FOR *NATURALLY SADIE* WITH NICKELODEON INTERNATIONAL

Grows international presence with season three sales

Toronto/London, 29 October 2007 - Leading kids and family entertainment specialist DECODE Entertainment is growing the presence of its hit live action show *Naturally Sadie*. NICK Germany has picked up the first two seasons (39 episodes) and DECODE has also made sales of season three in territories worldwide.

Alongside the Germany deal, other Nickelodeon channels have made a further commitment to the show with Nickelodeon in Australia, Italy, Israel, Scandinavia and Spain following Nickelodeon UK in picking up the third season, completing their acquisition of all available 65 episodes. In addition, 7 Arts in the Middle East has acquired the third series and France's Planete Juniors has picked up season one.

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 and France 2.

Dominique Bazay, VP of Distribution at DECODE Entertainment, said, "*Naturally Sadie* has built a strong following internationally as illustrated by the Nickelodeon Germany deal and the commitment of major broadcasters to the third season. With established shows *Naturally Sadie* and *Radio Free Roscoe* complemented by our new series *The Latest Buzz* and Cartoon Network's *My Spy Family*, we have a robust live-action programming slate."

With high school in full steam and her friends branching out, Sadie hopes that she has finally gotten to the bottom of it all. Scientifically speaking, of course...

Still a budding naturalist, Sadie is more passionate than ever about global and ecological changes. But with her various romantic entanglements, lively array of friends and older brother, Hal, she's got more than her share of wild to sort out.

For further information please contact:

Aimee Norman, Blueprint PR, Tel + 44 (0) 20 8341 6171 or aimee@blueprintpr.co.uk

Polly Beel, DECODE Entertainment, Tel + 416-363-8034 polly@decode-ent.com

Notes to editors:

About DECODE Entertainment, a DHX Media Company

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 both London's AIM exchange and the TSX in Toronto

About Nickelodeon: Nickelodeon is the most widely distributed kids' network in the world and the only multimedia entertainment brand dedicated exclusively to them. First launched in the US in 1979, Nickelodeon today consists of 38 channels, 22 branded programme blocks, in 137 territories, with 9 mobile TV channels, 70 web sites plus TurboNick, Nickelodeon's broadband video service, in Australia, Brasil, Germany, Holland, Mexico, the US and UK. Most recently Nickelodeon US launched Nicktropolis, a virtual community playground, in January 2007. For more information, see: www.nickelodeon.com