



DECODE ENTERTAINMENT GROWS PRESENCE OF *NATURALLY SADIE*

Toronto, London 28 June 2007. Leading kids and family entertainment specialist DECODE Entertainment is growing the presence of its hit live action show ***Naturally Sadie*** in territories worldwide with a slew of sales for a third season of 13 new episodes. Nickelodeon UK, ABC Australia, RTE in Ireland, UAE's E-Vision and ATV Hong Kong have now picked up all 65 episodes of the series.

Dominique Bazay, VP of Distribution at DECODE Entertainment, said, "One of the main challenges with live action for this 8-12 age range is to create a show that captures the attention of international audiences. We feel we've hit the mark with ***Naturally Sadie*** which continues to sell around the world. These latest deals highlight its enduring appeal."

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.

Naturally Sadie has sold worldwide to broadcasters in more than 90 countries including the Disney Channel in the U.S., Nickelodeon International, Nickelodeon Asia and Nickelodeon UK, Family Channel in Canada, ABC Australia and France 2.

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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