



## DECODE ENTERPRISES, INTERNATIONAL DISTRIBUTOR FOR *SUPER WHY!*, ANNOUNCES “SUPER” DEAL WITH NICK JR UK

### Worldwide Sales Signed for Literacy-Based Preschool Series

Toronto, London, April 22, 2008. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., returned from MIPTV with a host of sales signed for Out of the Blue Enterprises' innovative, critically-acclaimed animated preschool show ***Super WHY!***, including a deal with Nick Jr. in the UK, the number-one rated commercial preschool channel from Nickelodeon UK. DECODE Enterprises holds worldwide television rights to the series excluding the U.S.

"We were pleased to acquire ***Super WHY!*** for Nick Jr," says Debbie MacDonald, VP, Programming Director for Nickelodeon UK. "This interactive animated series delivers on our philosophy of inviting preschool viewers to have fun joining in with adventures, whilst also encouraging valuable language skills."

The series, which is already airing in the U.S. on the top-rated PBS KIDS preschool programming block as well as Canada's CBC, has also sold to Singapore's Kids Central, Korea's KidsTalkTalk channel, ATV, EBS, Hana TV and Iconix Entertainment.

***Super WHY!*** is produced by Out of the Blue Enterprises, the groundbreaking originator, producer and brand development visionary of interactive children's entertainment properties, in conjunction with DECODE Entertainment, one of the production subsidiaries of DHX Media. Out of the Blue is led by Co-Founders Angela C. Santomero, a Creator of the preschool entertainment phenomenon, *Blue's Clues*, and former Nickelodeon entertainment executive and children's marketing expert, Samantha Freeman. In addition to its work on ***Super WHY!***, the company created, wrote and produced the new ten-episode series *Blue's Room*, which launched in January 2007 on Nick Jr.

Reading is power and ***Super WHY!*** is the only preschool property created to help young children learn important literacy skills through interactive storybook adventures. The program represents a unique approach to preschool educational television, featuring the Super Readers, a team of superhero characters with literacy-based powers, who jump directly into books to look for answers to everyday challenges. The home viewer is the superhero sidekick, who is encouraged to participate in the fun through playing research-based reading games. *Hip Hip Hooray, the Super Readers save the day!*

Neil Court, President of DECODE Enterprises said: "We've had a great response to ***Super WHY!*** with its story-based adventures. It can be a challenge to find preschool programming that is both educational and strongly balanced with entertainment, but ***Super WHY!*** hits the mark and we are pleased to have signed this important deal with Nick Jr. for the standout series."

“We are thrilled to share **Super WHY!** and its valuable literacy tools with more budding ‘Super Readers’ around the world,” said Ms. Santomero. “We developed the program with the mission of encouraging a lifelong love of books among young children, and we are delighted with the overwhelmingly positive feedback we’ve been receiving both in the U.S. and beyond.

**For further information please contact:**

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

Polly Beel, DECODE Entertainment, Tel + 416-363-8034 or [polly@decode-ent.com](mailto:polly@decode-ent.com)

Alison Grand, Grand Communications for Out of the Blue Enterprises, Tel + 212-584-1133 or [alison@grandcommunications.com](mailto:alison@grandcommunications.com)

**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 Out of the Blue Enterprises**

Out of the Blue Enterprises is dedicated to developing a groundbreaking portfolio of individually-targeted children's entertainment properties. The company creates breakthrough, interactive and curriculum-based entertainment concepts that span a variety of viable platforms, including television, video, publishing and consumer products.

# # #