



ABC MAKES MAJOR COMMITMENT TO DECODE ENTERTAINMENT SHOWS

Further live action and animation sales to Australian broadcaster

Toronto , London 18 September 2006. Leading kids and family entertainment specialist DECODE Entertainment has made a raft of Australian sales, further expanding its presence on the popular ABC Kids programming blocks on the ABC and ABC 2 channels.

From DECODE's animation slate, the second season of 26x11' episodes of Aardman Animation co-production *Planet Sketch* has been snapped up for broadcast on ABC. Teen spy series *Delilah & Julius* is set for ABC 2 and the quirky adventures of *Naughty Naughty Pets* for both ABC channels.

In addition, all 71 x23 ' episodes of the Halifax Film Company's *Poko*, a stop-motion, preschool animation series have been acquired for ABC 2. Following its merger with the Halifax Film Company and creation of DHX Media, DECODE represents the international rights to *Poko* and all kids' and family series in Halifax's catalogue resulting in a combined library of over 1,150 half hours.

DECODE's live action has also sold to the broadcaster with the second season of *Radio Free Roscoe* and first season of *Naturally Sadie* acquired by ABC for its second channel.

This deal marks a further commitment to DECODE's programming by the ABC which already airs a number of series including the primetime 2D animated *Bromwell High*; pre-school shows *Franny's Feet* and *The Save-Ums!*; *GirlStuff/BoyStuff*, *King* and the long-running *Angela Anaconda*.

Dominique Bazay , VP Distribution at DECODE Entertainment said, "We're thrilled to be doing business with the ABC. Our series continue to do very well in Australia due largely to ABC's strong children's blocks."

Aimed at 7-11 year olds, *Planet Sketch* stars a cast of recurring characters that reflect the lives of kids today. Meet the Street Rappers – a group of mean and moody dudes, who like playing sappy games when no-one is looking. The Gnaughty Gnomes, cheeky little garden gnomes who delight in playing gross-out pranks on innocent passers-by and the Parping Ponies, two horses who never manage to hold down a decent job due to flatulence issues!

Delilah & Julius follows the adventures of two stylish, well-trained teen spies as they travel the globe stopping covert plots for world domination. They take down sinister villains using their wits and skills, supported by an assortment of super cool gadgets, martial arts training and impeccable killer instincts. The 2D animated series (52x22') is produced by DECODE Entertainment with Collideascope Animation Studios.

CGI/2D flash animated series *Naughty Naughty Pets* (26x3'15") features a host of colourful characters including a pug who digs through the floor, a cat that leaves trails of "presents" wrapped in a bow...and a chicken named Heedley who will peck you in the eye! The mischievous animals shared their amusing and quirky escapades with Windy Woo, a girl that lives in their apartment block and who tries to keep them out of trouble.

First steps, first friendships. *Poko* is a stop-motion animation preschool show that will have young children glued to their seats and laughing out loud, while at the same time learning simple strategies to help them cope with everyday childhood frustrations and mishaps. *Poko* is a light-hearted, fun loving preschooler who, together with his favourite stuffed animal, Mr. Murphy, and his mischievous canine pal, Minus, actively explores and discovers the world around him.

Radio Free Roscoe (52x22') tells the story of four best friends starting high school who launch an underground radio station and website that become a voice for the hopes, dreams, fears and confusion of their contemporaries in the suburban town of Roscoe. Commissioned by The N, Noggin's night-time network for teens, the show airs around the world on Canal J, France 2, Nickelodeon UK as well as The Family Channel and VRAK in Canada.

In *Naturally Sadie*, Sadie Hawthorne understands animal behaviour better than the bizarre human beings in her life. Human beings are unpredictable, complicated and at times seemingly scientifically impossible creatures! In her quest to understand her world, Sadie's forever accidentally insulting her classmates or looking ridiculous in front of the guy she likes or dragging her friends into a social experiment gone awry. But one day she'll definitely get to the bottom of it all. Probably. In theory.

For further information please contact:

Aimee Norman / Janet Balmforth, Blueprint PR Tel + 44 (0) 20 7354 9813
Email aimee@blueprintpr.co.uk

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