



## **DECODE ENTERPRISES EMBARKS ON *THE ADRENALINE PROJECT***

Toronto, London 23 January 2008. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., is continuing to expand its third party sales slate with its first factual entertainment acquisition: ***The Adrenaline Project***, from Toronto's marblemmedia.

DECODE has acquired worldwide TV rights to the series which airs on YTV in Canada, and 4Kids on Fox in the United States.

Neil Court, President of DECODE Enterprises said: "***The Adrenaline Project*** is the first factual entertainment show that we have picked up for distribution. marblemmedia is a leader in this area and this series complements our live action comedy drama offering for older children and young teens. This acquisition is part of our strategy of expanding our catalogue with complementary programme genres for younger audiences."

Each episode of ***The Adrenaline Project*** takes five all new thrill-seeking teens and dares them to compete head-to-head in intense physical and mental challenges. Dropped at "Base Camp" for training, each crew of 14 to 16 year olds are put through obstacle courses that not only test the skills, strength, speed and endurance of the contestants but help train them for the unknown challenge that lies ahead.

Only three survive elimination and earn the chance to put it all on the line in the heart-stopping, adrenaline-filled finale, competing in events such as scuba diving, ziplining, mountain biking, white water kayaking or even bungee jumping to earn the right to walk away as the Ultimate Adrenalite.

With cameras following them every step of the way, the contestants discover and surpass their personal limits reaching for the glory, the prizes and the bragging rights that come with it.

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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.

**marblemedia** is a next generation content creation company dedicated to telling stories and connecting with audiences across platforms in television, web and mobile. Recipients of the Lions Gate/Maple Pictures Innovative Producer Award, some of marblemedia's notable projects include the hit preschool series' *This is Daniel Cook* and *This is Emily Yeung*; hilarious comedic opera, *Burnt Toast*; the first television series and website in American Sign Language, *deafplanet.com*; and the mobile short film anthology *Shorts in Motion: The Art of Seduction*. Upcoming projects for the independent producers include *The Dating Guy*, and *Taste Buds*. [www.marblemedia.com](http://www.marblemedia.com)