



DECODE ENTERPRISES GETS MOVING WITH *ANIMAL MECHANICALS*

Toronto, London 7 January 2008. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., is boosting its slate of innovative preschool shows with brand new series, ***Animal-Mechanicals*** (40x11'), produced by its sister company under DHX, Halifax Film, and commissioned by CBC in Canada.

Animal-Mechanicals is an action/adventure series for preschoolers that combines the excitement of monster truck rallies with the fantastic world of mythical animals on cool quests. And, best of all, ***Animal-Mechanicals*** transform!

Big as dinosaurs and twice as powerful... meet the ***Animal-Mechanicals***: Rex, Unicorn, Komodo, Sasquatch and Mouse. They live and play in a place unlike any other: a colorful "snap-together-take-apart" world. Their world can also transform, just like the ***Animal-Mechanicals***. Imagine an incredible interconnecting and interactive play-set! Things are always popping up, changing shape and, most of all, presenting challenges to the ***Animal Mechanicals***.

Neil Court, President of DECODE Enterprises said: "This series a fantastic addition to our slate of standout preschool entertainment. We have had a great response from the international market to Halifax's other kids shows and this unique series promises to be no exception."

DECODE Enterprises represents the international rights to Halifax Film's kids and family programming including other preschool properties *Bo On the Go* and the award-winning *POKO*. It also distributes preschool-targeted *Super Why* from *Blue's Clues* producers Out of the Blue Enterprises and the DECODE Entertainment-produced *Franny's Feet* which has sold to over 150 countries.

With DHX's recent purchase of Studio B, DECODE Enterprises will also be representing programming from the acclaimed Vancouver studio.

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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.