



## DECODE ENTERTAINMENT GOES ON SELLING SPREE IN ASIA

Toronto , London xx November 2006. Leading kids and family entertainment specialist DECODE Entertainment is heading to the Asia Television Forum with a raft of sales for live action and animated series recently signed.

From DECODE's animation library, both seasons of pre-school series *Franny's Feet* have been snapped up in Korea by free TV broadcaster EBS with premium kids channel KidsTalkTalk taking English language cable and satellite rights. In separate deals, quirky short-form series *Naughty Naughty Pets* has been sold to MediaCorp TV12, Kids Central in Singapore while Cartoon Network Japan has renewed its commitment to *Angela Anaconda*.

Live action series *Naturally Sadie*, which follows the adventures of inquisitive teenager Sadie Hawthorne, has already proved popular in the region. DECODE has signed deals for the second season with Nickelodeon for its pan Asian channels including Japan alongside a free TV sale to Hong Kong's ATV as well as Nickelodeon New Zealand.

Josh Scherba , Sales Executive at DECODE Entertainment said: "We're really establishing a presence for our shows in Asia and alongside renewals of our series, its great to sign additional deals bringing new programming to audiences throughout Asia. We're looking forward to fruitful meetings with broadcasters and potential partners at the Asia Television Forum and these deals give us a great momentum going into the market."

*Franny's Feet* , which follows the adventures of a little girl with magical shoes, is a proven international hit. The delightfully illustrative 2D animated show for pre-schoolers is commissioned by Five in the UK and Canada's Family Channel and has recently been snapped up by PBS Kids in the US. Its broadcasters include: the Australian Broadcasting Corporation; France 5; Teletoon in France; Rai in Italy; Cartoon Network in Japan, India and Taiwan; Canada's TeleQuebec; TVP Poland; TV2 Denmark, Finland and Norway, and MediaCorp TV12 Singapore.

Each episode follows Franny off on a different adventure. *Where will my feet take me today?...* There's the time her sandals take her to meet Princess Tia in Egypt or when she puts on hiking boots to take her to the mountains of Tibet.

Multi-award winning *Angela Anaconda* is an international hit. Its cheeky characters, distinctive 2D cut-and-paste-style animation and smart storylines can be seen on channels worldwide. The highly original and wildly irreverent animated series has already inspired a number of product ranges from books, dolls, ceramic mugs, keyrings, toiletries, mobile phone accessories, board games and jigsaws. Video and DVD deals have also been signed with Channel Four in the UK, Universal Pictures France, ABC Video in Australia, Tycoon Entertainment for Mexico and Canada's Video Services Corporation.

*Naughty Naughty Pets* (26 x 3') are mischievous pets who share their humorous and often off beat escapades with Windy Woo, a young girl who lives in their apartment block and is best friend to all the pets including Not So Fluffy Fiona (a cat who just can't stay clean), Vicious French Bulldog (who's not very vicious at all) and A Cat Named Marty Cohen (a Scottish cat who sailed the seas to New York).

*Naughty Naughty Pets* is already a globally successful brand characterized by bold graphics and witty rhymes with books and a wide variety of merchandise sold in a number of countries including the US, Japan, Korea, Hong Kong and the UK.

*Naturally Sadie* airs around the world with broadcasters including Disney Channel US and Disney Channel Latin America, Nickelodeon International, Nickelodeon Asia, Nickelodeon New Zealand and Nickelodeon UK, MBC3, Family Channel in Canada and France 2.

With a year of high school under her belt, Sadie Hawthorne has finally come out of her shell, but as a budding naturalist she still believes the world can be understood in scientific terms. So with magnifying glass in one hand and lip gloss in the other, Sadie's out to prove that being smart is the new cool. Good thing best friends Margaret and Rain are there to help out.

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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

### **About Kids Central**

MediaCorp TV12's Kids Central, the most-watched kids channel in Singapore, is the one-stop channel that educates, informs and entertains with the best in local and international kids programmes.

By providing 60.5 hours of kids programming each week -- the highest commitment from any free-to-air channel in the world -- Kids Central makes compulsive viewing for children aged four to 12 years.

MediaCorp TV12 is part of MediaCorp. As Singapore's largest broadcaster and one of the region's most renowned broadcasters, MediaCorp offers a complete range of media businesses: TV, Radio, Entertainment Productions, Movie Productions, Newspapers, Magazines, Electronic Media and other broadcasting services. MediaCorp's vision is to become one of Asia's top media companies by delivering valued content to the world.

For more information, please visit [www.kidscentral.com.sg](http://www.kidscentral.com.sg)