



DECODE FURTHER BOOSTS ASIAN PRESENCE WITH SALES TO INDIA, HONG KONG AND THAILAND

Toronto, London 21 November 2007. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DECODE Entertainment's parent company, DHX Media Ltd., has sold nearly 250 half hours of programming in Asia with a sales of three series to Disney Channel India and two series to both ATV Hong Kong and True Visions Thailand.

The Disney Channel India has acquired three series from DECODE's slate, with deals for live action shows ***The Latest Buzz*** and ***Naturally Sadie*** alongside a pick up of CGI animation ***Urban Vermin***.

Thailand's True Visions has acquired animation ***Bo On the GO!*** produced by DHX subsidiary Halifax Film and hit preschool series ***Franny's Feet***. DECODE has also sold the first 13 episodes of ***Super Why***, a production from *Blue's Clue's* producer Out of the Blue Enterprises and DECODE Entertainment, and Turner Broadcasting's live action ***My Spy Family*** to ATV Hong Kong.

Josh Scherba, Director of Sales at DECODE said, "Our shows have always proven to be popular in Asia and we are signing an increasing amount of sales in the region from both our live action and animation libraries. These deals demonstrate our commitment to consolidating our relationships with broadcasters across Asia."

Tween-targeted ***The Latest Buzz*** (39x22') follows the adventures of a group of teens in the world of magazine publishing. Struggling youth-oriented magazine Teen Buzz decides to replace its staff with actual teens by running an essay-writing contest, giving an amazing opportunity to five students of a progressive high school. Instead of being in class, they will take their last period of the day at the posh offices of Teen Buzz.

Naturally Sadie (65x22') has sold worldwide to broadcasters in more than 90 countries including the Disney Channel in the U.S.; Nickelodeon in the UK, Germany, and Asia; ABC Australia, Family Channel in Canada and France 2.

With high school in full steam and her friends branching out, Sadie hopes that she has finally gotten to the bottom of it all. Scientifically speaking, of course...

Still a budding naturalist, Sadie is more passionate than ever about global and ecological changes. But with her various romantic entanglements, lively array of friends and older brother, Hal, she's got more than her share of wild to sort out.

Urban Vermin (26x22') aimed at 6-12 year olds, is an animated action comedy starring two raccoon brothers, once best of friends, now best of enemies and their bid for garbage-one-upmanship. The series is currently in production for Canada's YTV.

Franny's Feet (39x22') is a commission by Five in the UK, airing on its popular Milkshake block, and Canada's Family Channel. To date, DECODE has concluded more than 80 television broadcast and video agreements for **Franny's Feet**, covering more than 150 countries, including PBS in the US, where it is currently airing with excellent ratings. A series of toys and games incorporating dolls, accessories, role play, books, games and puzzles are set to launch in 2008.

Bo On The GO! (26x22') promotes an active lifestyle and an active mind for preschoolers. Using motion capture technology and CG, it has been created by a dedicated group of artists, broadcasters and educators to instill a love of movement in children and promote a more active lifestyle while linking their activity to a plot-driven story.

Live action **My Spy Family** (26x22') centres on the Bannons, a family of ex-spies who live in an ordinary looking house, in an ordinary looking street, in an ordinary looking part of a very ordinary town. But as a family they are completely, desperately, utterly...EXTRAordinary. Trained to foil supercriminals, overthrow dictators and leap from planes without parachutes, they're now squashed together in a cramped semi and facing their toughest mission to date: retirement! **My Spy Family** is produced by Kindle Entertainment and aimed at kids aged 6-14 years.

Super Why (65x22') is currently airing on PBS and the US and Canada's CBC. With the message 'Reading is power' the series helps kids learn the fundamentals of reading through interactive storybook adventures. The standout, imagination-stimulating series focuses on the adventures of four fairytale friends who transform into literacy-powered superheroes called the Super Readers: *Alpha Pig* with Alphabet Power, *Wonder Red* with Word Power, *Princess Presto* with Spelling Power and *Super Why* with the Power to Read. The home viewer is *Super YOU*, the superhero sidekick with the Power to Help.

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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 and Halifax Film, 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.