



DECODE ENTERPRISES' *BO ON THE GO!* GETS MOVING ON INTERNATIONAL CHANNELS, INCLUDING CARTOON NETWORK IN ASIA

Toronto, London 28 March 2008. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., has made further international sales of Halifax Film's preschool series *Bo on the GO!*, following hot on the heels of a recent sale of both seasons to France 5.

The series, which inspires preschoolers to get active, has sold to broadcasters worldwide with an additional seven channels snapping up all available 40x22' episodes and further broadcasters picking up season one. It is currently one of CBC's highest rating preschool shows.

Cartoon Network (India, Taiwan and the Philippines), Digiturk, Al Jazeera Kids, M-Net in South Africa, Finland's YLE, and KidsTalkTalk in Korea have acquired both seasons. Disney Channel Spain has bought season one and DECODE has also signed a home video agreement with Tatic Home Video for France.

Josh Scherba, Director of Sales at DECODE said: "These sales highlight that there is a real demand for kids' programming that promotes an active and healthy lifestyle. *Bo on the GO!* is not only visually engaging to its preschool audience, it gets them up and about in a way that is entertaining and fun."

Using motion capture technology and CGI, *Bo on the GO!* promotes an active lifestyle and an active mind for preschoolers. *Bo on the GO!* follows the adventures of Bo, a positive, energetic and inquisitive young heroine and her young friend Dezadore dragon. 'Dezzy' encourages children at home to go on amazing adventures by actively joining her in a variety of movements that assist her on her quest. Cheerful and determined to solve all problems she encounters, Bo will lead the way for kids at home to get 'on the go'. *Maximum Bo power!*

DECODE Enterprises represents all television and home video rights to *Bo on the GO!* Halifax Film is one of the production subsidiaries of DHX Media.

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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.