



DECODE ENTERTAINMENT SIGNS FIRST APPAREL DEAL FOR *FRANNY'S FEET*

Series also set to strip daily on Thirteen/WNET New York following excellent ratings in the US on PBS KIDS®

Toronto, London 18 January 2007. DECODE Entertainment has signed its first apparel partner for hit preschool property *Franny's Feet*. The UK deal, brokered through brand development and licensing agent *Rocket Licensing*, has been signed with Cooneen for pyjamas, knitted nightshirts, walking sleepers, dressing gowns and underwear categories. *Franny's Feet* airs in the UK on Five's popular preschool strand *Milkshake*.

Rocket Licensing Joint MD Rob Wijeratna comments: "We are having great success with **Franny's Feet** and expect to see a number of new licensees sign up for the brand in the crucial first quarter of the year."

In the US, *Franny's Feet*, which has been airing weekly on PBS Kids nationwide is also airing daily at 11am on its presenting station THIRTEEN/WNET New York beginning 7th January 2008. The series has already proven to be a hit achieving excellent ratings on PBS member stations in markets across the US including Boston, Chicago, Dallas, Baltimore and Salt Lake City. The US broadcast of *Franny's Feet* on PBS Kids is a DECODE production in association with THIRTEEN/WNET New York.

Beth Stevenson, Executive Vice President, Development and Production at DECODE Entertainment said: "*Franny's Feet* has great momentum going into 2008. We're delighted to have Cooneen on board for our first apparel partnership, and the daily broadcast on THIRTEEN/WNET will give Franny a huge boost as we look to roll our merchandising programme throughout the year."

Building on its television success, *Franny's Feet* is stepping up its presence in the international licensing arena. A commission by Five and Canada's Family Channel, the series airs in more than 150 countries including major international channels ABC Australia, France 5, Disney Channel Germany, Cartoon Network in Japan, Korea and Taiwan, Italy's Rai, TV2 Denmark and TV12 Singapore.

The licensing programme includes recent deals with Allumination Filmworks for US home entertainment, US deals for Halloween costumes with Disguise Inc., and Cadaco for crayon and paper arts activity products and glue based cling moulds and frames for activity. In Argentina, IMC has signed up Ediciones B as publisher of story books and soft cover titles in Argentina and Uruguay.

PLAYSKOOL, a division of Hasbro, Inc., has worldwide master toy and game license for *Franny's Feet*. A series of toys and games incorporating dolls, accessories, role play, games and puzzles are set to launch in 2008.

Additionally in the US this month, Grosset & Dunlap, an imprint of Penguin Young Readers Group is set to launch storybooks, readers, stickerbooks, a series of novelty books such as board, lift-the-flap and word game activity books in 2008 and Simon & Schuster will launch color & activity books and kits which will also roll out in stores in 2008.

DECODE has also recently signed up a number of international licensing sub-agents through its representative, The Sharpe Company. Following the recent appointment of Rocket Licensing in the UK, CPLG (Copyright Promotions) in France and Italy, Scandinavia's Alicom Licensing, IMC (International Merchandising Consultants) in Argentina and Korea's Asiana Licensing have come on board to extend the reach of the brand in key markets.

Franny's Feet follows the adventures of a little girl with magical shoes. In every episode, while helping her grandpa in his shoe repair shop, Franny slips on a pair of shoes and says "Where will my feet take me today...?" From there, the adventures are limitless. In trekking boots, she's transported to Tibet, where she meets a young nomadic girl and her herd of yaks. In zori, she travels to Japan where she learns origami. In sandals she's off to the sandy beaches of Jamaica. In moccasins, she travels to a Native American pow wow, where she learns about traditional music and dance.

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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 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 The Sharpe Company

The Sharpe Company is an entrepreneurial intellectual property management boutique, serving as a licensing agent and consultant, strategic brand development manager, and entertainment packager. The core focus of Sharpe's activities is to bring a truly global perspective to the business of marketing intellectual properties. The company was founded by international licensing expert Charles Day. The Sharpe Company is based in Manhattan Beach, CA. Contact: Charles Day, Ph: (310) 545-6839 E: charlie.day@sharpeco.com