



**PLAYSKOOL ANNOUNCES DEAL TO CREATE TOYS AND
GAMES BASED ON HIT PBS KIDS ® PRESCHOOL SERIES
*FRANNY'S FEET***

PAWTUCKET, R.I. (November 20, 2006) - Decode Entertainment, a division of DHX Media Inc. (AIM/TSX: DHX) has appointed PLAYSKOOL, a division of Hasbro, Inc. (NYSE: HAS), the worldwide master toy and game licensee for the critically acclaimed preschool show, *Franny's Feet*, currently airing on PBS KIDS. PLAYSKOOL plans to launch the first *Franny's Feet* toys and games in 2008.

In its first three months on Thirteen/WNET New York, America's most-watched public television station, FRANNY'S FEET quickly became one of the most popular kid's shows. In the series, Franny explores new places, meets new people and encounters new situations broadening her understanding of the world. In each episode, Franny tries on a pair of shoes that sends her on magical adventures all over the world.

"*Franny's Feet* is a wonderful program and we are happy to be the master toy and game licensee for the series," said Leigh Anne Cappello, a vice president of marketing for PLAYSKOOL. "We believe the magic and charm of Franny's character and the show will bring unique toys and games to the marketplace."

Franny's Feet airs on PBS stations in various major markets, including Chicago, Philadelphia, Boston, Washington D.C. and Houston. Additionally, the program airs internationally in countries including Canada, United Kingdom, Australia, Poland, Japan, Finland, Norway, France, Italy, India, Singapore, Taiwan and Denmark.

"We couldn't be happier to have PLAYSKOOL as our toy licensee," said Steven DeNure, president of Decode Entertainment. "PLAYSKOOL is the ideal partner for our much loved character, Franny. We have every confidence that PLAYSKOOL will successfully bring *Franny's Feet* to life with products that are fun for girls."

The deal was brokered by DECODE Entertainment's licensing agency, The Sharpe Company, Inc., Manhattan Beach, California.

Franny's Feet on PBS KIDS is a DECODE production, in association with Thirteen/WNET New York.

Contacts:

Julie Duffy
Hasbro, Inc.

(401) 727-5931
jduffy@hasbro.com

Blayne Murphy
PainePR
(212) 613-4924
bmurphy@painepr.com

About Hasbro, Inc.

Hasbro Inc. (NYSE:HAS - News) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the United States, its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

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.