



DECODE ENTERTAINMENT'S *FRANNY'S FEET* TAKES FIRST STEPS IN GERMANY WITH THE DISNEY CHANNEL AND STRENGTHENS PARTNERSHIP WITH CARTOON NETWORK IN ASIA PACIFIC

Further international sales signed for hit preschool property

Toronto, London 25 June 2007. Leading kids and family entertainment specialist DECODE Entertainment has concluded its first broadcast deal in Germany for hit preschool property, *Franny's Feet*, with The Disney Channel securing pay TV rights. In Asia Pacific, Cartoon Network Korea has picked up all 78x11' episodes while Cartoon Network Taiwan is renewing all episodes.

In addition, DECODE has signed a number of new deals with international broadcasters for the show which is now in its second season. TVP1 in Poland has snapped up season two alongside season one interstitials. MBC3 in the Middle East is renewing all episodes and interstitials. Also, MediaWay in Poland has scored a deal for home video rights to both seasons.

To date, DECODE has concluded more than 80 television broadcast and video agreements for *Franny's Feet*, covering more than 150 countries.

Neil Court, President of DECODE Enterprises Ltd, said: "We're looking forward to Franny making her debut on The Disney Channel in Germany, which is a key market for us. With new television sales alongside recent licensing deals for toys and books, the property has great momentum for further merchandising and licensing deals worldwide."

Franny's Feet, a commission by Five in the UK and Canada's Family Channel, is currently airing with excellent ratings on PBS in the US and on major international channels including ABC Australia, France 5, Cartoon Network in Japan and Taiwan, Italy's Rai, TV2 Denmark and TV12 Singapore.

DECODE has recently signed a major licensing deal with PLAYSKOOL, a division of Hasbro, Inc., for the 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, Penguin Group (USA) and Simon & Schuster have come on board as publishing partners for the US and North America. 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.

The series follows the adventures of a little girl with magical shoes. 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, where she learns from Rinchen about Yak herding.

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Notes to editors:

About DECODE Entertainment

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 AIM and are listed on the TSX, the Toronto Stock Exchange.