



DECODE ENTERTAINMENT'S *FRANNY'S FEET* STEPS ABOARD ROCKET FOR UK LICENSING

Deal signed with Rainbow Productions for costume characters in Europe

Toronto, London 14 August 2007. Leading kids and family entertainment specialist DECODE Entertainment has signed up Rocket Licensing as UK licensing agent for its hit preschool property *Franny's Feet*. The company has already completed a deal for costume characters with Rainbow Productions for Europe.

Beth Stevenson, Executive Vice President, Development and Production at DECODE Entertainment said: "Consumer products is a key focus for us for *Franny's Feet* and the appointment of Rocket as UK agent is a key step in building the licensing and merchandising presence of the brand across the UK and Europe."

Rocket Licensing's Joint Managing Director Rob Wijeratna added: "We think this is a great show which is not only combines wonderful storytelling but also has a strong educational aspect. There has been a lot of interest from potential licensees and we are close to confirming some more key deals, which we hope to be able to announce at the Brand Licensing Show in October."

Franny's Feet 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.

The show is currently airing with excellent ratings on PBS in the US and on major international channels including ABC Australia, France 5, Disney Channel Germany, Cartoon Network in Japan, Korea 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.