



## JETIX EUROPE BOOSTS COMEDY WITH *URBAN VERMIN*

- **Jetix Europe acquires European Pay TV, TV distribution, home video and consumer product rights to *Urban Vermin***
- **TV Distribution to be serviced by Buena Vista International Television on behalf of Jetix Europe**
- **22' x 26 CGI series produced by Decode Entertainment**

**Amsterdam, The Netherlands and London, UK** – Jetix Europe today announced that it has acquired the European Pay TV rights to the fast paced action-comedy *Urban Vermin*. Decode Entertainment's CGI series will air on all Jetix Europe Channels from Autumn 2007.

Jetix Europe has also acquired TV distribution (with the exception of France), home video and consumer product rights to the series for Europe. Buena Vista International Television is to service the distribution of television rights to *Urban Vermin* and will launch the series at MIPTV in April 2007.

Produced by Decode Entertainment as a YTV Canada original production, *Urban Vermin* is a classic battle of good versus evil. Aimed at 6 -12 year olds, the series follows the adventures of two raccoon brothers, Abe and Ken, once the best of friends, now sworn enemies. Whether it's an elaborate attempt to gain control of 'the block' by creating a bionic Chihuahua out of garbage, or a smaller scheme to simply embarrass each other, Abe and Ken are caught in a twisted and hilarious war of petty sibling rivalry that neither of them is prepared to lose. Featuring a zany cast of characters, the action takes place in alleyways, in sewers, on rooftops, electrical towers and even in the city park.

The concept for *Urban Vermin* was developed internally by Decode's interactive department and was originally a prototype game for console systems. Decode have produced a host of ancillary digital assets which will be used on Jetix websites across Europe to support the TV launch. This will include the opportunity for kids to watch 'sneak previews' of future episodes.

**Paul Taylor, CEO, Jetix Europe, says** : “*Urban Vermin* is a strong action-comedy that embodies the Jetix brand values but executes them in a completely new way. Kids

will love the combination of wise-cracking animals, dynamic action and 'high-tech' gadgets.”

**Dominique Bazay, VP Distribution, Decode Entertainment** , says: "This far-reaching agreement goes hand in hand with the multi-territory deal we made with Jetix Europe for Planet Sketch earlier this year. We're delighted that Jetix has become such an important client."

**For further information please contact:**

Jenny Burbage  
Jetix Europe  
Tel: +44 (0) 208 222 5910  
E-mail: [jenny.burbage@jetix.net](mailto:jenny.burbage@jetix.net)

**Notes to Editors:**

**Jetix Europe**

- Jetix Europe is a leading kids' entertainment company with localised television channels, programme distribution and consumer products businesses in Europe and the Middle East.
- Jetix Europe's 14 Jetix television channels deliver a unique combination of action, adventure and cheeky humour for kids aged 6-14, in 58 countries and 18 languages, reaching over 46 million households. In addition the company has launched GXT a pay-TV channel in Italy targeting teenage boys.
- Jetix is the global kids' entertainment brand launched by Jetix Europe and The Walt Disney Company (ABC Cable Networks Group and Jetix Latin America) in 2004.
- Jetix programming reaches over 270 million\* television households in 80 countries and 25 languages worldwide.

\*through channels and branded blocks.

**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