



DECODE ENTERTAINMENT EXPANDS PRESENCE IN LATIN AMERICA

Raft of sales across live action and animation titles

Toronto , London 4 October 2006. Leading kids and family entertainment specialist DECODE Entertainment has further expanded its presence in Latin America with a raft of sales to broadcasters in the region for its animated and live action series.

Mexican network Canal Once has snapped up *Planet Sketch*, a DECODE co-production with Aardman Animations and quirky short-form series *Naughty Naughty Pets*. In Venezuela, local distributor Amazonia has picked up the rights to *Franny's Feet*, *The Save-Ums!* and *GirlStuff BoyStuff*. From DECODE's live action slate, Boomerang has snapped up teen comedy drama *Radio Free Roscoe* as part of its recent wider remit to show non-animated fare.

"We are pleased to add Radio Free Roscoe to our programming on Boomerang," comments Cindy Kerr, vice president of programming and acquisitions for Boomerang Latin America. "The series will appeal to our tween and teen viewers in the region and fans of our live-action programming block," she adds.

DECODE already has a strong presence in Latin America with eight shows airing on Cartoon Network and Boomerang including *Planet Sketch*, *Delilah & Julius*, *Franny's Feet* and *Bromwell High*.

Josh Scherba , Sales Executive at DECODE Entertainment said: "Our animated shows have already proved extremely popular with audiences in Latin America and we're confident that our live action series will also be a hit with viewers."

Produced by DECODE, *Radio Free Roscoe* has proved to be an international hit sold to the The N, Noggin's night-time network for teens in the US, The Family Channel in Canada, Canal J, France 2 and Nickelodeon in the UK.

The series tells the story of four best friends starting high school who launch an underground radio station and website that become a voice for the hopes, dreams, fears and confusion of their contemporaries in the suburban town of Roscoe.

Aimed at 7-11 year olds, *Planet Sketch* stars a cast of recurring characters that reflect the lives of kids today. Meet the Street Rappers – a group of mean and moody dudes, who like playing sappy games when no-one is looking. The Gnaughty Gnomes, cheeky little garden gnomes who delight in playing gross-out pranks on innocent passers-by

and the Paring Ponies, two horses who never manage to hold down a decent job due to flatulence issues!

DECODE has sold the series to major broadcasters worldwide. France 3 and Nickelodeon France, ABC Australia, Jetix Europe, Cartoon Network Asia Pacific and Cartoon Network Latin America have all snapped up the show alongside other channels including WDR ARD in Germany, TV 12 Singapore and Belgium's VRT, Denmark's TV2, and South Africa's M-Net.

CGI/2D flash animated series *Naughty Naughty Pets* (26x3'15") features a host of colourful characters including a pug who digs through the floor, a cat that leaves trails of "presents" wrapped in a bow...and a chicken named Heedley who will peck you in the eye! The mischievous animals shared their amusing and quirky escapades with Windy Woo, a girl that lives in their apartment block and who tries to keep them out of trouble.

Franny's Feet, which follows the adventures of a little girl with magical shoes, is a proven international hit. The illustrative 2D animated show for pre-schoolers is commissioned by Five in the UK and Canada's Family Channel and has recently been snapped up by PBS Kids in the US.

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 learns from Rinchen about Yak herding.

Pint-sized champions *The Save-Ums!* are the new breed of 3D animated action heroes who will help prepare preschoolers for their role in the 21 st century. The colorful pint-sized Save-Ums! utilize whimsical helicopters, space ships and other cool machines to solve problems and nurture an interest in technology and critical thinking.

The Save-Ums! is commissioned by Discovery's The Learning Channel and Discovery Kids in the US and by the CBC in Canada and it can be seen around the world on ABC Australia, Five UK, Canal J France and Super RTL Germany. *The Save-Ums!* is produced by DECODE Entertainment Inc., and created by the Dan Clark Company.

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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 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