



DECODE ENTERTAINMENT DEBUTS NEW ANIMATION AND LIVE ACTION AT MIPCOM

Toronto, London 4 September 2007. Leading kids and family entertainment specialist DECODE Entertainment is bringing a diverse slate of new animation and live action for all ages to MIPCOM 2007 including series from Turner Broadcasting and Halifax Film.

On its animation slate, DECODE will be debuting new show ***Clang Invasion***, a co-production with Singapore's Scrawl Studios and Hong Kong's Agogo, and Halifax Film's preschool series ***Bo on the GO!*** DECODE's animation roster will also feature CGI series ***Urban Vermin*** and the much-anticipated DECODE/Aardman co-production ***Chop Socky Chooks***.

DECODE also has a strong live action line up for MIPCOM and will be introducing Turner Broadcasting's ***My Spy Family*** to the market for the first time, alongside ***Latest Buzz*** which has already been commissioned for a second season by Family Channel.

Neil Court, President of DECODE Enterprises said: "We have a strong line up for this market with some stand out programming in both animation and live action. We're delighted to be launching Turner Broadcasting's ***My Spy Family*** which we feel has significant international appeal and is a fantastic fit for our live action portfolio alongside ***Latest Buzz***."

Bo on the GO! (26 x 22') from the Halifax Film, DECODE's sister company in DHX Media Ltd., promotes an active lifestyle and an active mind for preschoolers. Using motion capture technology and CG, it has been created by a dedicated group of artists, broadcasters and educators to instill a love of movement in children and promote a more active lifestyle while linking their activity to a plot-driven story.

Bo is a positive, super-energetic and inquisitive young heroine who, along with her young friend Dezadore dragon 'Dezzy', encourages children at home to go on amazing adventures by actively joining her in a variety of movements that assist her on her quest. Like all heroes, Bo faces challenges and obstacles and receives small rewards and victories along the way. Bo's 'Bo-Buddies' (the young viewers) must move along with her.

Clang Invasion (26x22' or 52x11') is a fast-paced sci-fi comedy about the adventures of a dysfunctional crew of alien robots who crash-land in the backyard of siblings Daisy and Robin.

The series has been developed by Singapore's Scrawl Studios and the Media Development Authority of Singapore (MDA) in co-production with DECODE, YTV and established Hong Kong animation company Agogo Entertainment Ltd. DECODE has worldwide distribution rights for

this Canada/Hong Kong/Singapore treaty co-production. **Clang Invasion** has already pre-sold to YTV.

Urban Vermin (26x22') aimed at 6-12 year olds, is an action comedy starring two raccoon brothers, once best of friends, now best of enemies and their bid for garbage-one-upmanship. The series is currently in production for Canada's YTV.

The concept for **Urban Vermin** was developed internally by DECODE's interactive department and was originally a prototype game for console systems. DECODE is also producing ancillary digital materials to accompany the traditional television launch.

Aimed at 7-11 year olds, the 26x22' 3D animated series **Chop Socky Chooks** is currently in production for Cartoon Network and Teletoon. The Chooks are a crack team of Kung Fu chickens – Chuckie Chan, Chick P and KO Joe. The three plucky heroes work undercover in Wasabi World, a towering shopping mall run by their arch-enemy Dr Wasabi, mutated piranha and head of an evil retail empire.

Live action **My Spy Family** (26x22') centres on the Bannons, a family of ex-spies who live in an ordinary looking house, in an ordinary looking street, in an ordinary looking part of a very ordinary town. But as a family they are completely, desperately, utterly...EXTRAordinary. Trained to foil supercriminals, overthrow dictators and leap from planes without parachutes, they're now squashed together in a cramped semi and facing their toughest mission to date: retirement! **My Spy Family** is produced by Kindle Entertainment and aimed at kids aged 6-14 years.

Tween-targeted **Latest Buzz** (39x22') follows the adventures of a group of teens in the world of magazine publishing. Struggling youth-oriented magazine Teen Buzz decides to replace its staff with actual teens by running an essay-writing contest, giving an amazing opportunity to five students of a progressive high school. Instead of being in class, they will take their last period of the day at the posh offices of Teen Buzz.

Intense story deadlines, unpredictable celebrity interviews, high glamour fashion shows, cool music reviews. Some people call these dream careers. Our kids call it "eighth period."

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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