



DECODE ENTERPRISES DEBUTS DIVERSE RANGE OF NEW PROGRAMMING AT MIPTV 2008

Sales slate includes shows from Turner Broadcasting and producers Halifax Film, Studio B, Out of the Blue Enterprises, marbledmedia and DECODE Entertainment

Toronto, London 7 March 2008. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., is bringing a range of brand new series to this year's MIPTV, including its first acquired factual entertainment show. Its sales slate includes programming from DHX production subsidiaries DECODE Entertainment, Halifax Film and Studio B as well as acquired content from Turner Broadcasting, marbledmedia and a DECODE co-venture with Out of the Blue Enterprises.

Animated preschool-targeted ***Mighty Jungle*** and ***Animal Mechanicals*** from Halifax Film make their MIPTV debut along with ***Kid vs. Kat*** from Studio B, the Vancouver animation studio recently acquired by DECODE parent DHX Media. ***Adrenaline Project***, a factual entertainment series from Toronto's marbledmedia, is also new for the international market. These series line up alongside ***Super Why***, from DECODE Entertainment and ***Blue's Clues*** creators Out of the Blue Enterprises, live action ***My Spy Family*** from Turner Broadcasting and season two of the DECODE Entertainment-produced hit live action drama ***The Latest Buzz***.

Puppet series ***Mighty Jungle*** (26x11') is a Halifax Film production and commissioned by CBC in Canada. Set in a world deep in the mighty jungle, through leafy vines and under a canopy of chattering birds, is a world for preschoolers to explore. Through the use of lively colourful puppet animals, ***Mighty Jungle*** reflects the spirit of its preschool audience through adventure and play.

Also from Halifax Film for CBC, ***Animal-Mechanicals*** (40x11') is an action adventure series for preschoolers that combines fantastical worlds, mythical animals and cool quests. And best of all – Animal Mechanicals transform!

Kid vs. Kat follows the exaggerated conflict between a demonically malevolent cat and the beleaguered ten-year-old boy to whom it has taken a demented dislike. The new 52x11' series, created by Rob Boutilier, is being co-produced by Jetix Europe with Studio B Productions and YTV. DECODE Enterprises has worldwide distribution rights outside Europe and the Middle East.

DECODE's first factual entertainment acquisition, ***The Adrenaline Project***, from Toronto's marblemedia, takes five thrill-seeking teens and dares them to compete head-to-head in intense physical and mental challenges. DECODE Enterprises has acquired worldwide TV rights to the series which airs on YTV in Canada, and 4Kids on Fox in the United States.

Super Why! (65x22') from *Blue's Clues* creators, Out of the Blue Enterprises, is a co-venture with DECODE Entertainment. The series is already airing on PBS in the US and has also been snapped up by Canada's CBC.

With the message *Reading is Power*, ***Super Why!*** is the first superhero property for 3-6 year olds that helps children learn through interactive fairytale adventures. Super Readers use special reading powers, including alphabet, words, spelling, vocabulary, and comprehension skills to play reading games and activities to overcome obstacles, and even change the ending of the stories. *Hip Hip Hooray, the Super Readers save the day!*

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 for Turner Broadcasting and aimed at kids aged 6-14 years.

Live action ***The Latest Buzz*** is now in its second season, with new episodes launching at MIPTV. The series airs on The Family Channel in Canada and also Boomerang UK, Disney Channel France, Disney Channel Italy and ABC (Australia).

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." Instead of being in class, they take their last period of the day at the posh offices of youth-oriented magazine Teen Buzz.

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Notes to editors:

About DECODE Enterprises, a DHX Media Company

DECODE Enterprises is the distribution subsidiary of DHX Media Ltd. It handles programme sales for third party producers and for DHX subsidiaries DECODE Entertainment, Halifax Film and Studio B, which are leading international producers 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.