



## DECODE ENTERTAINMENT SNAPS UP TURNER BROADCASTING'S *MY SPY FAMILY* FOR DISTRIBUTION

### Brand new live action series produced by Kindle Entertainment

Toronto, London 10th July 2007. Leading kids and family entertainment specialist DECODE Entertainment is boosting its slate of distinctive live-action comedy by securing the worldwide television and home entertainment distribution rights to Turner Broadcasting's *My Spy Family* (26x22'), produced by Kindle Entertainment.

Cecilia Persson, VP of programming, acquisition and presentation at Turner Kids, said: "We're immensely proud of *My Spy Family*, which marks a major investment in new live-action comedy content for Turner. This show has worldwide appeal as it has great characters that an audience can relate to and have fun with. Interest in distribution rights for the show has been phenomenal and Decode were chosen as our preferred partner not just because of their undisputed understanding of the genre but also their real passion and belief in the show"

Neil Court, President of DECODE Enterprises said: "*My Spy Family* is the first non-Canadian series we've picked up for distribution. It fits perfectly into our portfolio of smart, live action series for teens. We already have a strong relationship with Cartoon Network as a co-producer and programme supplier, so being able to handle distribution for one of its key new properties is a real privilege for DECODE. *My Spy Family* has really strong scripts and performances. We're launching this great looking new series at MIPCOM in October and we're confident that it will quickly become a hit."

Aimed at kids aged 6-14, *My Spy Family* 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 Bernard Krichefski and directed by Dominic Macdonald and Tom Poole. Executive producers are Anne Brogan, Connal Orton, Cecilia Persson

and Daniel Lennard. The show is written by Paul Alexander (*My Parents Are Aliens, My Family, My Hero*) and will air on the Turner's Boomerang channel from September.

DECODE Entertainment has pre-eminent reputation for producing and distributing smart, character-driven live action series, with its live action *Naturally Sadie*, *Radio Free Roscoe* series airing on major broadcast platforms around the world. New series *The Latest Buzz* has just been commissioned for a second season of 26 x ½ hour episodes by The Family Channel in Canada.

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**BOOMERANG**

**Sky 603; Tiscali TV 309; Virgin TV 730.**

**Also available on: Top Up TV Anytime; Sky Anytime.**

Boomerang provides TV entertainment for the whole family and is home to some of the most famous and popular cartoon stars of all time, including Tom and Jerry and Scooby-Doo. The introduction of live action comedy shows such as *My Spy Family* reinforces Boomerang's position as a popular, engaging and fun TV destination for the whole family.

Boomerang is available 24 hours a day on digital satellite and cable in the UK, and as a pan-European channel, as well as in Spain. Boomerang + 1 is also available 24 hours a day on Sky 621, Tiscali TV 309 and Virgin TV 731. Boomerang is operated by Turner Broadcasting System Europe, a Time Warner Company.