



DECODE ENTERTAINMENT FINDS A HOME FOR *NAUGHTY NAUGHTY PETS* IN JAPAN

DECODE DEVELOPING LONG FORM SERIES

Toronto, London 29th May 2007. Leading kids and family entertainment specialist DECODE Entertainment has signed a deal with NHK (Japan Broadcasting Corporation) in Japan to bring ***Naughty Naughty Pets*** to its Saturday morning schedule. The series premiered on the NHK Educational Channel on April 21st.

The CBC commissioned series of shorts (26 x 3 mins) is currently airing on Cartoon Network in the U.S. throughout its schedule as well as daily on Boomerang and is available on mobile and CN video. DECODE has also signed a deal for ***Naughty Naughty Pets*** with Mexican network Canal Once and is currently developing the shorts into a long form series.

Neil Court, President of DECODE Enterprises, said, "The unique and distinctive characters of the ***Naughty Naughty Pets*** are already very popular and we're confident that audiences will love the off-beat adventures and vivid animation."

Naughty Naughty Pets was created by New York-based artist Wendy Ann Gardner, who is also an executive producer of the series.

Episodes follow the escapades of the mischievous pets including Dig Ivan Dig, a pug with a digging problem; Naughty Naughty Kiefer who likes to leave "presents" all around the apartment; Pretty Princess Vicki, a home shopping channel addict; and Killer Kiwi Devil Cat who is always in a bad mood. And don't forget... Yes, a Cat named Marty Cohen and his little brother Artie who are two pranksters with a never ending supply of pies! Their best friend is Windy Woo, the lead singin' rockstar/pet-sitter who lives in the same apartment building and takes care of them all.

The Sharpe Company, Inc. is the worldwide licensing agent for the ***Naughty Naughty Pets***. A wide variety of merchandise for this globally successful brand has already sold in a number of countries including the US, Japan, Korea, Hong Kong and the UK. New U.S. licensees include Wish Licensing for apparel, Fiesta for plush and American Greetings.

Charlie Day, President of The Sharpe Company said, “We know that ***Naughty Naughty Pets*** already has a strong fan base worldwide. The long form animation series that DECODE is developing will expose the pets to a whole new audience.”

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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

About The Sharpe Company

The Sharpe Company is an entrepreneurial intellectual property management boutique, serving as a licensing agent and consultant, strategic brand development manager, and entertainment packager. The core focus of Sharpe's activities is to bring a truly global perspective to the business of marketing intellectual properties. The company was founded by international licensing expert Charles Day, known for creating and building the global licensing and marketing program of Harvey Entertainment of Los Angeles and the international expansion of Europe's largest licensing company, Copyright Promotions of London. The Sharpe Company is based in Manhattan Beach, CA.

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