



DECODE SCORES INTERNATIONAL DEALS FOR HALIFAX FILM'S *POKO*

Toronto, London 7 November 2007. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DECODE Entertainment's parent company, DHX Media Ltd., has scored a host of international deals for the award-winning stop-motion animation pre-school series *POKO*. The series is produced by DECODE's sister company at DHX, Halifax Film and is currently in its third season on CBC in Canada.

Discovery Kids has snapped up non-Standard and standard television rights in Spanish for the US to the *POKO* series (seasons 1-3) with Discovery Kids Latin America acquiring non-standard rights for season three in English, Spanish and Portuguese.

DECODE has also sold all 109 episodes to Italy's RaiSat, the first 26 episodes to Polmedia's Mini Mini cable and satellite channel and Turkish digital broadcasting platform DigiTurk has acquired season three as well as a renewal for seasons one and two. Additionally, Hong Kong's ATV has committed to series two and three, Korea's digital satellite Skylife has picked up series one and two for its Kids-Talk-Talk channel and Pacific Bridge has obtained home video rights for Korea. In Australia, ABC2 has signed up for season two.

Neil Court, President of DECODE Enterprises Ltd. says, "These deals illustrate the advantage of bringing DECODE and Halifax together under DHX Media. *POKO*, along with Halifax's other impressive children and family shows, complements DECODE's production output."

First steps, first friendships...*POKO* aims to have young children glued to their seats and laughing out loud, while at the same time learning simple strategies to help them cope with everyday childhood frustrations and mishaps. *POKO* is a light-hearted, fun loving preschooler who, together with his favourite stuffed animal, Mr. Murphy, and his mischievous canine pal, Minus, actively explores and discovers the world around him.

DECODE Enterprises represents the international rights to *POKO* and to all of the children and family series in the Halifax Film catalogue. The combined library of DECODE Entertainment and Halifax Film features over 1150 half-hours of animation and live-action series. The DHX Media library totals more than 1700 episodes, primarily programming for children and youth.

For further information please contact:

Aimee Norman, Blueprint PR, Tel + 44 (0) 20 8354 9813 or aimee@blueprintpr.co.uk

Polly Beel, DECODE Entertainment, Tel + 416-363-8034 or polly@decode-ent.com

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 and Halifax Film, 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.