



**DECODE ENTERTAINMENT, NEPTUNO FILMS  
AND OLC/RIGHTS ENTERTAINMENT (JAPAN) INC  
WELCOME DISNEY INTERNATIONAL AND CANAL J TO  
*POPPETS TOWN***

**Sign major pre-sales for brand new animated preschool series**

Toronto, London 26 March 2008. Leading kids and family entertainment specialist DECODE Entertainment, a subsidiary of DHX Media, is set to co-produce a new 26x30' (52x11') preschool series with Spain's Neptuno Films. The 2D animated ***Poppets Town*** is an official Canadian/Spanish co-production in association with OLC/Rights Entertainment in Japan, which has already been presold to France's Canal J and to Disney International for its channels in the UK, Spain, Scandinavia, Italy, Australasia and Taiwan. TeleQuebec has also come on board as Canadian broadcast partner.

Neptuno will handle international sales for Spain, Portugal and Latin America, and OLC will handle the rights in Japan. The rest of the world will be handled by DHX Media's distribution subsidiary, DECODE Enterprises.

Neil Court, President of DECODE Enterprises said: "This is a major co-production and we're looking forward to working with Neptuno Films and continuing our relationship with ORE in Japan. To have Disney and Canal J on board at this early stage is a fantastic commitment and underscores the potential of this series."

"We are thrilled with this coproduction with DECODE and OLC, which will enhance the potential of this unique and outstanding property", added Cristina Brandner, Neptuno's M.D.

Life's a party in ***Poppets Town***...building, exploring, racing and roaring around town, the Poppets are always having fun, fun, fun. But each new adventure brings with it new challenges – and sometimes a Poppet on the go just doesn't know what to do next!

How can I get the apples down from the tree? Where should I dig for buried treasure? And how do I think up a song? That's where Scooter and his best friends Patty and Bobby come in. Scooter's Gang are well-known as the go-to guys (and gals!) of *Poppets Town*.

Stuck about what colour to paint your house? Have ants invaded your picnic? Is your ice cream melting on a hot summer day? If you live in *Poppets Town*, you know who to call!

**For further information please contact:**

Aimee Norman/Janet Balmforth, Blueprint PR, Tel + 44 (0) 20 8341 6171  
Email [aimee@blueprintpr.co.uk](mailto:aimee@blueprintpr.co.uk)

Polly Beel, DECODE Entertainment, Tel + 416-363-8034  
Email [polly@decode-ent.com](mailto:polly@decode-ent.com)

**Notes to editors:**

**About DECODE Entertainment, a DHX Media Company**

DECODE Entertainment is a subsidiary of DHX Media Ltd, a leading international producer 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 OLC/Rights Entertainment (Japan) Inc.**

OLC/Rights Entertainment (Japan) Inc., a wholly owned subsidiary of Oriental Land Co., Ltd. which is Disney's Theme-park owner and operator with revenue of over U.S. \$3 billion, was established in May 2003 to develop the intellectual property business.