



## DECODE BOOSTS SALES TEAM

### Promotes Josh Scherba to Director of Sales and appoints new executive

Toronto, London 5 November 2007. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of Decode Entertainment's parent company, DHX Media Ltd., is boosting its sales team with a key promotion and the appointment of a new sales executive, reflecting the expansion of DECODE's distribution activity in worldwide markets.

Josh Scherba has been promoted to Director of Sales, after six years at DECODE where he handles sales to some of the fastest-growing markets for the company: Asia, Latin America and Scandinavia. In addition, Lara Ilie has been appointed Sales Executive and will head up sales for Central and Eastern Europe, Middle East and Africa.

Ilie joins from Romania's CME Pro TV when she was Acquisitions Manager for Acasa TV and previously Sales Executive for CME Media Pro Pictures. She has also worked at Romanian Television as Acquisitions Executive.

Both Scherba and Ilie will report to DECODE's VP Distribution, Dominique Bazay, who said: "Josh is a much valued and committed member of the team and his well-deserved promotion reflects DECODE's commitment to these emerging markets. We are also delighted to welcome Lara, who has fantastic experience and who we feel is an ideal addition to our company."

DECODE has a wide-ranging distribution slate of programming for kids of all ages. Current titles include live action *The Latest Buzz*, and *Naturally Sadie* alongside animation *Super Why*, *Clang Invasion*, *Chop Socky Chooks* and hit preschool property *Franny's Feet*.

DECODE has also recently added to its library with live action show *My Spy Family* from Turner Broadcasting and is also representing kids titles from Halifax Film, its sister company in DHX Media, including *POKO* and *Bo on the GO!*

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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 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.