



## DECODE ENTERTAINMENT GETS READY FOR LITERACY-POWERED ADVENTURES WITH *SUPER WHY!*

### Acquires distribution rights to brand new series from Out of the Blue Enterprises

Toronto, London 17 September 2007. Leading kids and family entertainment specialist DECODE Entertainment is boosting its slate of third party programming by acquiring the worldwide television distribution rights (excluding US) to the groundbreaking animated preschool series ***SUPER WHY*** from Out of the Blue Enterprises. It will be launching the series at MIPCOM 2007.

The 65x22' show is a co-venture between *Blue's Clues* producer Out of the Blue Enterprises, which was co-founded by Angela C. Santomero, an Emmy-nominated creator of *Blue's Clues*, and Samantha Freeman, another former Nickelodeon veteran, and DECODE. ***SUPER WHY*** is already airing on PBS in the US and has also been snapped up by Canada's CBC

Reading is power and ***SUPER WHY*** is the only preschool property created to help kids learn the fundamentals of reading through interactive storybook adventures. The standout, imagination-stimulating series focuses on the adventures of four fairytale friends who transform into literacy-powered superheroes called the Super Readers: *Alpha Pig* with Alphabet Power, *Wonder Red* with Word Power, *Princess Presto* with Spelling Power and *Super Why* with the Power to Read. The home viewer is *Super YOU*, the superhero sidekick with the Power to Help.

Together, the Super Readers jump into books (literally) to play entertaining and amusing interactive reading games, find answers to everyday preschool challenges, overcome obstacles and save the day. In every episode of ***SUPER WHY*** an amazing two dimensional pop-up world comes to life, complete with a multitude of illustrative styles – from cut-out collages and watercolor painted designs to pen and ink etchings.

Neil Court, President of DECODE Enterprises said: "This is a major deal for us, Out of the Blue Enterprises have an excellent track record with *Blue's Clues*. ***SUPER WHY*** also promises to be a great success in the worldwide preschool market as already demonstrated by the commitments from PBS and the CBC. We've added some outstanding new programming to our catalogue and will be showcasing a very strong line up at MIPCOM."

DECODE Entertainment has recently bolstered its distribution slate with the addition of Turner Broadcasting's live action series *My Spy Family* for 6-14 year olds, produced by Kindle Entertainment, alongside *Poko* and *Bo on the GO!* from Halifax Films, DECODE's sister company under DHX Media Ltd.

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**Notes to editors:**

**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 Out of the Blue Enterprises**

Out of the Blue Enterprises is dedicated to developing a groundbreaking portfolio of individually-targeted children's entertainment properties under the direction of a proven management team led by Co-Founders Angela C. Santomero, M.A. Developmental Psychology from Teachers College, Columbia University and a Creator of the preschool entertainment phenomenon, Blue's Clues, and Samantha Freeman, MBA from Harvard Business School and a children's entertainment industry and marketing veteran. The company creates breakthrough, interactive and curriculum-based entertainment concepts that span a variety of viable platforms, including television, video, publishing and consumer products. In doing so, Out of the Blue stimulates the minds of kids and families, involves them in fresh and original ways and elevates their educational entertainment experiences to a whole new level.