



DECODE ENTERTAINMENT UNLEASHES *URBAN VERMIN*

New animated series commissioned by Canada's YTV

Toronto , London 10 July 2006. Leading kids and family entertainment specialist DECODE Entertainment brings a new and unusual breed of hero to the small screen. A YTV original production, this CGI series *Urban Vermin* (26x22') is an action comedy starring two raccoon brothers, once best of friends, now best of enemies and their bid for garbage-one-upmanship.

"YTV feels fortunate to be working alongside DECODE Entertainment on the new CGI series *Urban Vermin*," said Phil Piazza, VP of Programming, Corus Children's Television. "We're certain that audiences of all ages will get a kick out of the comical escapades of these dueling raccoon brothers."

The concept for *Urban Vermin* was developed internally by DECODE's own interactive department. *Urban Vermin* began as a prototype game for console systems. DECODE further developed the concept with YTV shaping the comedy to fit YTV's prime time animated comedy line up. DECODE is also producing ancillary digital materials to accompany the traditional television launch.

Beth Stevenson , Executive Producer at DECODE Entertainment said: "We are excited to move into production on this multi-platform action comedy. We think the combination of sibling rivalry and inner city vermin chaos has universal appeal. We are looking forward to introducing *Urban Vermin* to international markets."

In this classic battle of good versus evil, Abe and Ken are two brothers who know their way around an average pile of trash. They each lead a rag tag band of comrade's in arms to help them in the turf war to end all turf wars.

For further information please contact:

Aimee Norman/ Janet Balmforth, Blueprint PR Tel + 44 (0) 20 7354 9813
Email aimee@blueprintpr.co.uk

Alethea Robinson /Polly Beel, DECODE Entertainment, Tel + 416-363-8034
Alethea@decode-ent.com / 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 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