



## VOOM HD JOINS WITH DECODE ENTERTAINMENT TO PRESENT ORIGINAL PROGRAMMING IN HD

Toronto, London, 11th June 2007- Leading kids and family entertainment specialist DECODE Entertainment announced today that they have joined forces with VOOM HD Networks' to present original series programming in high definition for Animania HD and Family Room HD, two channels dedicated to HD programming for kids and families.

DECODE's new projects ***Urban Vermin*** and ***The Latest Buzz***, and international live action hit ***Naturally Sadie*** are the three shows that will make their HD debut on the VOOM HD Channels. Making their US debut, new original animated series ***Urban Vermin*** will be featured on VOOM's Animania HD and VOOM's Family Room HD will premiere new live action show ***The Latest Buzz***. Completing the companies' hat trick of deals, Family Room HD will also launch season three of the popular series ***Naturally Sadie***.

"We are thrilled to work with DECODE Entertainment to produce programming that can be viewed in the HD format, truly maximizing this medium of technology," said Keith O'Connell, Vice President of Programming for VOOM HD Networks. "As leaders in kids and family high definition entertainment, we look to work with partners who can give our viewers a truly cinematic viewing experience. Animania HD and Family HD both have the same mission: to showcase quality, innovative programming from across the globe."

Josh Scherba, the distribution executive at DECODE Entertainment who negotiated the deal, said, "We're delighted to sign these deals for two of our brand new shows as well as ***Naturally Sadie***, one of our popular returning series. We believe that ***Urban Vermin***'s quirky comedy and ***The Latest Buzz***'s wish fulfilment based magazine concept will prove a hit with viewers."

In production for YTV, 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.

Aimed at 6-12 year olds, ***Urban Vermin*** is currently in production for Canada's YTV. Jetix Europe has recently acquired pay TV, TV distribution, home video and consumer product rights for Europe to the series. TV Distribution to be serviced by Buena Vista International Television on behalf of Jetix Europe

A classic battle of good versus evil, the series follows the adventures of two raccoon brothers, Abe and Ken, once the best of friends, now sworn enemies. Whether it's an elaborate attempt to gain control of 'the block' by creating a bionic Chihuahua out of garbage, or a smaller scheme to simply embarrass each other, Abe and Ken are caught in a twisted and hilarious war of petty sibling rivalry that neither of them is prepared to lose. Featuring a zany cast of characters, the action takes place in alleyways, in sewers, on rooftops, electrical towers and even in the city park.

The concept for ***Urban Vermin*** was developed internally by DECODE's interactive department and was originally a prototype game for console systems. DECODE is also producing ancillary digital materials to accompany the traditional television launch.

***The Latest Buzz*** is a comedy for tweens which has been commissioned by The Family Channel in Canada. DECODE Entertainment holds worldwide distribution rights. Struggling youth-oriented magazine *Teen Buzz* decides to replace its staff with actual teens by running an essay-writing contest, giving an amazing opportunity to five students of a progressive high school. Instead of being in class, they will take their last period of the day at the posh offices of *Teen Buzz*.

Intense story deadlines, unpredictable celebrity interviews, high glamour fashion shows, cool music reviews. Some people call these dream careers. Our kids call it "eighth period."

The ensemble comedic press team includes rich girl fashionista, Amanda; the music guru, Noah; and Wilder the gamer. Rebecca covers the school beat and her best friend, Michael, has an ear for celebrity gossip. Thrown together in this new experience, how will they deal with the high pressure world of publishing as well as regular school?

***Naturally Sadie*** has sold worldwide with broadcasters including Disney Channel US, Nickelodeon International, Nickelodeon Asia and Nickelodeon UK, MBC3, Family Channel in Canada, ABC Australia and France 2 all airing the smart, character driven series for 8-12 year olds

With high school in full steam and her friends branching out, Sadie hopes that she has finally gotten to the bottom of it all. Scientifically speaking, of course....

Still a budding naturalist, Sadie is more passionate than ever about global and ecological changes. But with her various romantic entanglements, lively array of friends and older brother, Hal, she's got more than her share of wild to sort out.

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**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 VOOM HD**

VOOM HD Networks is the largest suite of high-definition channels available anywhere, produced exclusively in high definition for distribution in the United States through satellite and cable operators. The VOOM HD Networks carry programming in categories as diverse as sports, movies, fashion, music and art. Today, the VOOM HD Networks are available nationally on Echostar's DISH Network. The VOOM HD Networks were developed by Rainbow Media to meet the growing demand for quality high-definition programming, building on Rainbow Media's history of original programming innovation.