



DECODE ENTERPRISES EXPANDS SALES TEAM

Appoints Emmanuelle Bon as Territory Manager

Toronto, London. 27 October 2008. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., has expanded its sales team with the addition of Emmanuelle Bon as Territory Manager.

Based in London, Bon will report to VP, Distribution, Josh Scherba and will handle sales for French-speaking Europe, Benelux and Scandinavia across DECODE Enterprises' distribution catalogue which includes programming from DHX's production subsidiary's DECODE Entertainment, Halifax Film and Studio B Productions as well as third party series.

Bon joins DECODE from Entertainment Rights where she was responsible for sales to French-speaking territories and Benelux. Previously, she was head of acquisitions for Canal J and Fox Kids in Paris.

Neil Court, President of DECODE Enterprises, said: "We're very pleased to add someone of Emmanuelle's calibre to our sales team. She has tremendous experience as both a broadcaster and distributor in the French market, which has always been a most important territory for us. Together with Josh Scherba and Lara Ilie, our Territory Manager for Italy, Central and Eastern Europe, the Middle East and Africa, we have a strong sales team in place."

Current highlights of DECODE's distribution slate include animated preschool series **Bo On the GO!**, **Mighty Jungle** and **Animal Mechanicals** from Halifax Film and **Super WHY!** from Out of the Blue Enterprises, in conjunction with DECODE Entertainment. Programming for older kids includes **Martha Speaks** from Studio B and WGBH Boston, aimed at 4-7 year olds; the DECODE Entertainment and Aardman Animation co-production **Chop Socky Chooks**; Studio B's **Kid vs Kat** for the 6-11 demographic and **Clang Invasion** for 8-12s from DECODE Entertainment, Scrawl Studios, and Agogo Entertainment.

Its live action sales slate includes brand new episodes of teen live action hit **The Latest Buzz** from DECODE Entertainment, and new additions **How to Be Indie** from Canada's Heroic Film Company and Adastra Creative's **Grandpa in My Pocket**.

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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,, Halifax Film and Studio B, 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.