



DECODE ENTERPRISES' *MARTHA SPEAKS* TALKS TO INTERNATIONAL BUYERS

Further international sales of Studio B and WGBH-produced series

Toronto, London 8 January 2009. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., has followed the recent sale of ***Martha Speaks*** to the UK's CBBC with further international deals. Discovery Kids Latin America, Canal+ Cyfrowy Sp. z o.o. and OP Art in Poland, Noga Communication's Logi Channel in Israel and Minimax in Central and Eastern Europe, Al Jazeera Children's Channel for the Arabic countries and Finland's YLE have all signed up for the 40x22'/80x11' series aimed at 4-7 year olds.

Josh Sherba, Vice President Distribution at DECODE Enterprises said: "This series is really gaining international momentum following a good reception at MIPCOM. We're very pleased to have followed the CBBC deal with several further major sales for the show."

A co-production between Studio B Productions and WGBH Boston, ***Martha Speaks*** is an animated show based on the best-selling books by Susan Meddaugh which have sold nearly one million copies in the U.S., and have been widely translated throughout the world. DECODE Enterprises represents worldwide television and home entertainment rights outside of the United States.

The series follows the adventures of Martha, a loveable dog whose appetite for alphabet soup gives her the power of human speech. Using her speaking abilities, Martha gets jobs, foils bad guys, wins contests, runs for office and orders lots of pizza! A dog's breakfast of messes and hilarious entanglements ensue for Martha, her family and the unsuspecting people of her town who make up the comic heart of the series.

Currently airing on PBS KIDS in the US, ***Martha Speaks*** has also sold to a trio of Canadian broadcasters: TVO, Knowledge Network and SCN.

For further information please contact:

Aimee Norman, Blueprint PR, Tel + 44 (0) 20 8341 6171 or aimee@blueprintpr.co.uk

Or Polly Beel, DECODE Entertainment, Tel + 416-363-8034 or polly@decode-ent.com

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.