



DECODE ENTERPRISES SIGNS FURTHER DEALS WITH MNET

Over 100 hours of kids programming sold to South African Pay-TV broadcaster

Toronto, 6 July 2009. Leading kids and family entertainment specialist DECODE Enterprises, the distribution subsidiary of DHX Media Ltd., has furthered the presence of its series on M-Net with a new deal for over 100 hours of programming.

The South African pay-tv broadcaster has acquired ***Super WHY!***, ***Mighty Jungle*** and ***Side Show Christmas*** as well further seasons of channel favourites ***Franny's Feet***, ***Naturally Sadie***, ***Delilah & Julius*** and ***Bo on the GO!***

Lara Ilie, Territory Manager at DECODE Enterprises said: "We're very pleased to broaden our relationship with MNet. We have a significant number of shows for all ages airing on the channel, and it's great to extend this with new episodes of established series, alongside deals to introduce new live action and animation to South African audiences."

Super WHY! is produced by Out of the Blue Enterprises, in conjunction with DECODE Entertainment, one of the production subsidiaries of DHX Media. DECODE Enterprises holds worldwide television rights to the series excluding the U.S. The innovative, critically-acclaimed animated preschool show airs in the U.S. on the top-rated PBS KIDS preschool programming block as well as on channels around the globe.

Tween live action show ***Naturally Sadie*** follows the adventures of budding naturalist Sadie. 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! ***Naturally Sadie*** has sold worldwide to broadcasters in more than 90 countries including the Disney Channel in the U.S., ABC Australia, Family Channel in Canada, France 2 and Nickelodeon in Germany, Australia, UK, and Asia.

Delilah & Julius follows the adventures of two stylish, teen super spies as they travel the globe stopping covert plots for world domination. They take down sinister villains using their wits and skills, supported by an assortment of super cool gadgets, martial arts training and impeccable killer instincts. ***Delilah & Julius*** is a co-production between DECODE Entertainment Inc and Collideascope Animation Studios airing on Teletoon in Canada, Nickelodeon in Germany and ABC2 Australia.

Using motion capture technology and CGI, ***Bo on the GO!*** promotes an active lifestyle and an active mind for preschoolers. ***Bo on the GO!*** follows the adventures of Bo, a positive, energetic and inquisitive young heroine and her young friend Dezadore dragon. ***Bo on the GO!*** has been commissioned for a third season by CBC in Canada where it is currently one of the broadcaster's highest rating preschool shows and also airs on CITV in the UK and France 5 as well as on further channels worldwide.

Disney Channel in Asia and Latin America are the latest broadcasters to sign up for new puppet series, ***Mighty Jungle*** (46x11'), produced by Halifax Film and commissioned by CBC in Canada. Set in a world deep in the mighty jungle, through leafy vines and under a canopy of chattering birds, is a world for preschoolers to explore. Through the use of lively colourful puppet animals, ***Mighty Jungle*** reflects the spirit of its preschool audience through adventure and play.

Side Show Christmas charts the festive adventures of Jason Shanks. With his father's side show hitting rock bottom, and Santa hypnotized, Jason needs to get Santa back in his sleigh, and revolutionize the 'Most Unbelievable Show on Earth' in order to save Christmas. ***Side Show Christmas*** is a one hour animated festive special with a modern twist, produced by Cheshire Smile and Studio B Productions for Teletoon in Canada.

Preschool series ***Franny's Feet*** (52x22' or 104x11') is a commission by Family Channel, an Astral Media network, which airs the show on its Playhouse Disney and Family channels. Further broadcasters include PBS KIDS, Sprout and V-me in the US and channels in more than 150 countries worldwide such as Five in the UK, France 5, Disney Channel Germany, Italy's Rai, and TV2 Denmark in Europe as well as ABC Australia and Cartoon Network in Japan, Korea and Taiwan, and TV12 Singapore in Asia. ***Franny's Feet*** is also supported by an extensive licensing and merchandising campaign.

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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.