



DECODE ENTERTAINMENT'S *NATURALLY SADIE* GOES ON INTERNATIONAL STUDY TRIP WITH NICKELODEON

**Live-action series picked up by Nickelodeon for
international channels**

FOR IMMEDIATE DISTRIBUTION

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Leading kids and family entertainment specialist DECODE Entertainment continues to hit the mark with its new live action series *Naturally Sadie*. Kids broadcaster Nickelodeon has acquired the series, which follows the adventures of inquisitive 13-year-old Sadie Hawthorne, for the Nickelodeon channels in Australia, Asia, Italy, Spain, Scandinavia and Israel. These deals follow recent sales of the series to Nickelodeon UK and MTV Networks Netherlands. *Naturally Sadie* will roll out on the various Nickelodeon channels in 2005.

Sadie Hawthorne understands animal behaviour better than the bizarre human beings in her life. Human beings are unpredictable, complicated and at times they seem to be scientifically impossible creatures! In her quest to understand her world, Sadie's forever accidentally insulting her classmates or looking ridiculous in front of the guy she likes or dragging her friends into a social experiment gone awry. But one day she'll definitely get to the bottom of it all. Probably. In theory.

Dominique Bazay, VP Distribution at DECODE Entertainment said: "These deals demonstrate the strength of our live-action programming and we're delighted by the commitment of Nickelodeon International to the show. Sadie's world is a weird and wonderful place and we're confident kids will love her curious outlook."

Commented Jules Borkent, Senior Director Programming, Acquisitions and Development, Nickelodeon Europe: "We are very excited to have acquired *Naturally Sadie*; Sadie's character and outlook on life is in tune with Nickelodeon's kid-centric programming philosophy and underlines our commitment to offering great shows which resonate well with pre-teen audiences."

Currently in production, *Naturally Sadie* (26x22') has already proved a hit with buyers worldwide. Further sales have been concluded with Disney Channel US, France 2, Canada's Family Channel and VRAK.

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Notes to editors:

About DECODE Entertainment

Headquartered in Toronto, with offices in London, DECODE Entertainment Inc. develops, finances, produces and distributes distinctive live action and animated programming for the family, children's and youth markets. DECODE's raft of innovative shows include animation *Angela Anaconda*, *Olliver's Adventures*, *Undergrads*, *The Save-Ums*, *King*, *Blobheads*, *What About Mimi?*, *Girlstuff/Boystuff*; live action *Radio Free Roscoe*, *Our Hero* and *The Zack Files* and factual series *Be the Creature*. DECODE Interactive also produces award-winning stand-alone customised websites for key programming titles. www.decode.tv

About Nickelodeon Europe

Nickelodeon Europe is the European broadcast division of global kids' multimedia entertainment brand Nickelodeon. Nickelodeon Europe broadcasts in 13 languages to 63 million households in 76 territories in Europe, CIS and Africa, via a combination of cable, satellite, terrestrial and digital TV platforms. Targeted at kids between 4-14, Nickelodeon Europe encompasses 10 localised Nickelodeon television channels broadcasting 28 hours or more per week (Belgium, CIS, European, Cyprus, Holland, Hungary, Israel, Italy, Nordic and Spain) and 6 further Nickelodeon-branded kids' programming blocks on third party broadcasters in Africa, Belgium, CIS, France, Greece and Turkey. Four further channels for the UK market - Nickelodeon UK, Nick Jr. and digital channels Nicktoons and Nick Replay - operate under a joint venture agreement with BSKYB, reaching an additional 8.9 million households in the UK and Ireland. Nine customised local language websites complement Nickelodeon's dynamic and kids-friendly TV environment online, including www.nickelodeon.dk (Denmark), www.nickelodeon.nl (Holland), www.nickelodeon.es.com (Spain), www.nickelodeon.se (Sweden), www.nickelodeon.be (Belgium), www.nicktv.it (Italy), www.nickelodeon.co.uk (UK), www.nickjr.co.uk (UK) and www.nicktoons.co.uk (UK). The Nickelodeon brand deepens its connection to kids around the world via a thriving programme sales and consumer products business as well as recreation, books, magazines and feature films.

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