



DHX MEDIA ACQUIRES W!LDBRAIN ENTERTAINMENT

Toronto, 14 September 2010. DHX Media, a leading international producer and distributor of television programming and interactive content, has acquired 100% of W!LDBRAIN Entertainment, the LA-based, award-winning entertainment company that produces and animates *The Ricky Gervais Show* for HBO and turned *Yo Gabba Gabba!*, the live touring show and hit television series that launched on Nickelodeon in August 2007, into a durable franchise.

The acquisition further strengthens DHX Media's position to become one of the top independent libraries of quality family entertainment in the world, with an eye towards developing content with hit potential across current and emerging broadcast channels. The deal also combines DHX Media's efficient and acclaimed production capabilities and international television broadcast relationships with W!LDBRAIN Entertainment's in-house creative team and relationships with U.S. broadcasters to fuel future growth across both businesses.

Michael Polis will continue to lead W!LDBRAIN Entertainment as President, W!LDBRAIN Entertainment. He will also serve as EVP, Branded Entertainment & Consumer Products, DHX Media, where he will also lead DHX Media's international licensing activities.

Michael Donovan, Chairman and CEO, DHX Media said: "W!LDBRAIN is a great fit for our business. In addition to gaining a new hit US property in *Yo Gabba Gabba!* and its live show, DHX Media will also benefit from an LA-based studio with a strong creative and marketing track record and excellent US broadcaster relationships. Mike Polis and his team have a first-rate reputation and this collaboration will further advance our goal of creating and leveraging a library of hit kids and family entertainment brands."

Michael Polis added: "In addition to further accelerating our development of co-productions, growing our successful franchises and leveraging DHX's global distribution infrastructure for future properties, we look forward to working with DHX Media to secure new merchandising and licensing revenue opportunities in the U.S. and beyond," said Polis.

W!LDBRAIN has produced an exceptional slate of programming including the critically acclaimed television series *Yo Gabba Gabba!* which currently airs on Nickelodeon in the US and on leading broadcasters around the world. International television sales for *Yo Gabba Gabba!* are handled by RDF Rights. Further current television productions include *The Ricky Gervais Show* for HBO. W!LDBRAIN also handles consumer products rights for the series while MRC handles television, online and video distribution rights.

Notes to editors:

About DHX Media

DHX Media Ltd. is 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 AIM and are listed on the TSX, the Toronto Stock Exchange. DHX Media has offices in Toronto, Halifax and Vancouver and has a growing library of over 2,300 half-hours of mostly children's and youth-oriented properties from own and third party producers. Live action series include *That's So Weird* and *How to Be Indie* alongside animated series such as *Animal Mechanicals*, *Franny's Feet*, *Kid vs Kat*, *dirtgirlworld*, and new preschool show *Rastamouse*.

www.dhxmedia.com

About WILDBRAIN Entertainment, Inc.

WILDBRAIN Entertainment is an award-winning entertainment company and one of the world's foremost producers of animation. Based in Los Angeles, CA, the studio develops and produces television, motion pictures, short-form programming, commercial content and licensed merchandise. WILDBRAIN has produced an exceptional slate of programming, including the critically acclaimed television series *Yo Gabba Gabba!* (Nick Jr.) and live touring show KIA Motors Presents Yo Gabba Gabba!: There's A Party in My City, which is produced by S2BN, The Magic Store and WILDBRAIN Entertainment; *The Ricky Gervais Show* (HBO) and *Higglytown Heroes* (Disney). Some upcoming television and short-form projects include *Bubble Guppies*, an animated series for Nick Jr. and *Team Smithereen*, the short-form stunt puppet show from Dan Clark. Visit www.wildbrain.com. *Yo Gabba Gabba* is featured in People magazine as the hottest kids' show on TV: www.wildbrain.com/press/articles/YGG_People_091310.htm