



www.dhxmedia.com

AIM and TSX: DHX

JETIX EUROPE LICENSES KID VS. KAT RIGHTS

Halifax, Canada – February 12, 2008 – DHX Media Ltd. (AIM & TSX ticker: “DHX”), a leading independent international producer and distributor of television programming and interactive content is pleased to announce that it has reached an agreement to license certain distribution rights to its animated comedy series, ***Kid vs. Kat***, to Jetix Europe. The new series is being produced by DHX Media’s recently acquired animation company, Studio B Productions Inc., in association with Jetix Europe and Canadian kids’ broadcaster, YTV.

Under the agreement, Jetix Europe holds TV distribution rights for 52, 15 minute episodes of ***Kid vs. Kat*** across Europe and the Middle East, including Pay TV and Free TV distribution, as well as home video & consumer product rights. Disney-ABC International Television will service the distribution of the television rights to ***Kid vs. Kat*** for the Jetix Europe held territories. ***Kid vs. Kat*** will debut on Jetix Europe’s channels from early 2009.

DHX Media’s distribution subsidiary DECODE Enterprises will handle television, home entertainment and merchandising and licensing rights for the rest of the world.

Studio B, the production company that was commissioned to produce the successful *Pucca* property on behalf of Jetix Europe, started production on ***Kid vs. Kat*** in January 2008.

Michael Donovan, Chairman and CEO of DHX Media commented: “We are very pleased to build on our growing relationship with Jetix. This deal for ***Kid vs. Kat*** combined with our agreement for ***Urban Vermin*** is a confirmation of our shared interest in, and commitment to, high quality children’s programming.”

Blair Peters, Executive Producer, Studio B Productions Inc., said: “We are very excited to be working with Jetix again on this super cartoony, action packed series. The creator, Rob Boutilier, has brought his wit to a number of other productions with Studio B and we are delighted to have him at the helm of his own series.”

About *Kid vs. Kat*

Kid vs. Kat is about the exaggerated conflict between a demonically malevolent cat and Coop, the beleaguered ten-year-old boy, to whom it has taken a demented dislike. When Coop’s spoiled little sister Millie brings home Kat, a stray kitty of mysterious origin, his idyllic life is turned upside-down. It’s obvious to Coop that Kat wants to annihilate him. The problem is he has no evidence to prove it, as by the time his Dad comes onto the smoking, debris-littered scene, all evidence pointing to Kat is gone.

Enquiries:

DHX Media Ltd.

+1 902-423-0260

Dana Landry – Chief Financial Officer

David A. Regan – EVP, Corporate Development & IR

AIM Nominated Advisors: Canaccord Adams Limited

+44 (0) 20 7050 6500

Neil Johnson

Erin Needra

About DHX Media Ltd.

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’s production companies, Decode Entertainment, Halifax Film and Studio B Productions, are the producers or co-producers of 21 original television series and theatrical releases currently commissioned for production and maintain a growing library of over 2,200 half-hours of mostly children and youth-oriented television productions. www.dhxmedia.com

Disclaimer

Certain statements herein may constitute forward-looking statements, including those identified by the expressions “may”, “will”, “should”, “could”, “anticipate”, “believe”, “plan”, “estimate”, “potential”, “expect”, “intend” and similar expressions to the extent they relate to the Company or its Management. These statements reflect the Company’s current expectations and are based on information currently available to Management. These forward-looking statements are subject to a number of risks, uncertainties, assumptions and other factors that could cause actual results or events to differ materially from current expectations, including the matters discussed under “Risk Factors” contained in the Company’s prospectus dated May 12, 2006. These forward-looking

statements are made as of the date hereof, and the Company assumes no obligation to update or revise them to reflect new events or circumstances.