



www.dhxmedia.com

TSX: DHX

DHX MEDIA ANNOUNCES DISNEY XD RENEWAL ORDER

Halifax, Canada October 19, 2009 – DHX Media Ltd (TSX: “DHX”), a leading independent international producer and distributor of television programming and interactive content is pleased to announce that DHX production subsidiary Studio B Productions has won a second season commission of 26 episodes for ***Kid vs Kat*** from Disney XD US and Disney XD Europe, with YTV in Canada also ordering 13 new episodes. In addition, all three broadcasters are acquiring 13 two minute digital shorts based on the action-packed 2D animated series.

“We are thrilled by the success of ***Kid vs Kat***,” stated Blair Peters, Co-President, Studio B Productions, a DHX Media company. “Audiences worldwide have responded to the comedy and conflict between Coop and Mr. Kat and we think that they will love what’s in store for them in Season Two.”

Marc Buhaj, Senior Vice President, Original Programming, Disney Channels EMEA, said “Disney XD has now launched in more than 10 countries around the world and is quickly becoming a global success story. ***Kid vs Kat*** has played an important role in the channel’s growth so we’re delighted to bring our viewers another season of the show and broaden its cross-platform appeal with the new shorts.”

Created by Rob Boutilier, ***Kid vs Kat*** won the 2009 Leo Award for Best Animated Programme and airs in over 100 territories. The series has been licensed to a number of additional broadcasters including VRAK Canada, ABC Australia, Disney Latin America, Cartoon Network Korea, Disney India, Disney Japan and Nick SE Asia.

Enquiries:

Financial press: David A. Regan – EVP, Corporate Development & IR, DHX Media Ltd.
Tel +1 902-423-0260

Trade press: Anthony Jiwa - DECODE Enterprises
Tel +1-604-684-2363 x215

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 14 original television series and theatrical releases currently commissioned for production and maintain a growing library of close to 2,400 half-hours of mostly children and youth-oriented television productions.

www.dhxmedia.com

About Studio B Productions, a DHX Media Company

Headquartered in Vancouver, B.C., Canada, Studio B Productions Inc., a production subsidiary of DHX Media Ltd., is a leader in the field of kids' entertainment. Studio B is the producer of such popular and award-winning properties as *Ricky Sprocket – Showbiz Boy* (seen on TELETOON and Nickelodeon worldwide), *Being Ian*, *The Amazing Adrenalini Brothers!*, *Class of the Titans* and *George of the Jungle*®, a co-production with Classic Media, Inc. and seen on Cartoon Network U.S. Studio B's new properties include *Martha Speaks*, a co-production with WGBH Boston that airs on PBS KIDS and *Kid vs. Kat*, an original series with YTV and Jetix Europe. For more information, please visit www.studiobproductions.com.

Disclaimer

This press release contains forward looking statements with respect to the Company. Although the Company believes that the expectations reflected in such forward looking statements are reasonable, such statements involve risks and uncertainties and are based on information currently available to the Company. Actual results may differ materially from those expressed or implied by such forward looking statements. Factors that could cause actual results or events to differ materially from current expectations, among other things, include risks related to market factors, customer contract interpretation, application of accounting policies and principles, and production related risks, and other factors discussed in materials filed with applicable securities regulatory authorities from time to time including matters discussed under "Risk Factors" in the Company's short form prospectus dated November 7, 2007 and in the Company's Amended Annual Information Form incorporated by reference therein. 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.