



Game of Life

Program description (general):

The all-new, half-hour Hub Original Series “The Game of Life” features the iconic car, the clickety-clack of the rainbow-colored spinner, and a road trip bound for roadblocks and obstacles we all encounter on our journey through life. This classic game is reimagined for television for the first time ever in an action-packed family game show following two families who get a chance at the jumbo spinner and a one-of-a-kind car ride through a completely immersive 3-D virtual world. Hosted by comedian Frank Nicotero (“Street Smarts” and Yahoo! TV’s “Primetime in No Time”), the show is produced by Hasbro Studios.

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<u>Produced by:</u>	Hasbro Studios
<u>Key Talent:</u>	Frank Nicotero
Episode Length:	30 minutes
Episodes:	26
Genre:	Kids
Format:	Live Action
Key Fact:	Hub U.S. Premiere

--The Hub--

THE HUB is a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) and Hasbro, Inc., (NASDAQ: HAS) with a goal of entertaining, enlightening, empowering and educating children and their families. The cable and satellite television network features original programming as well as content from Discovery's library of award-winning children's educational programming; from Hasbro's rich portfolio of entertainment and educational properties built during the past 90 years; and from leading third-party producers worldwide. The Hub lineup includes animated and live-action series, as well as specials, game shows, and family-favorite movies. The network extends its content through a robust and engaging online presence at www.hubworld.com. The Hub rebranded from Discovery Kids on October 10, 2010, and is available in more than 64 million U.S. households. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

