



**FOR IMMEDIATE RELEASE**  
**May 1, 2012**

**AMERICA'S FAVORITE BEARS (AND THEIR BELLY BADGES) RETURN**  
**TO TELEVISION IN 'CARE BEARS: WELCOME TO CARE-A-LOT,'**  
**NEW ANIMATED SERIES PREMIERING JUNE 2 ON THE HUB TV NETWORK**

**Series Introduces New Character as Care Bears™ Celebrates 30<sup>th</sup> Anniversary**

LOS ANGELES – After 30 years of lovable, huggable fun for billions of fans worldwide, the classic pop culture franchise Care Bears™ returns to television this summer in an all-new CG animated series “**Care Bears: Welcome to Care-a-Lot**” Saturday, June 2 (8 a.m. ET). The half-hour series on [The Hub](#), a television network for kids and their families, will feature everyone’s favorite bears in exciting new adventures in the land of Care-a-Lot. In addition, the series will introduce a new, younger addition to the group: the playfully curious Wonderheart Bear. The re-imagined series is produced by American Greetings Properties, the outbound licensing division of American Greetings Corporation (NYSE: AM).



<http://youtu.be/YoUVKkEIkQI>

Care Bears celebrates its 30<sup>th</sup> Anniversary, with a new series that introduces the beloved characters to a new generation with their messages of caring and sharing on their fun-filled adventures packed with music, belly-badge powers and great big "care" hugs! Parents

everywhere can now revisit their own childhood as the entire family takes a journey to Care-a-Lot, the high-above-the-earth home of the Care Bears, where wishes come true and unbelievable adventures ensue. On hand for the fun are familiar favorite characters including Tenderheart Bear, Cheer Bear, Grumpy Bear, Share Bear, Harmony Bear, and Funshine Bear – the coolest, most caring-est, magical friends around!

A new addition to the crew, Wonderheart Bear, is silly, sweet and full of joy and wants to be part of the “big bears” adventures. She is playfully curious and never short of questions – about everything! Her belly badge is a small heart that will become full of power as she grows older.

The Hub’s Marketing team will support “Care Bears: Welcome to Care-a-Lot” through traditional and non-traditional off-channel media designed to drive sampling of the cuddly, new iteration of the iconic original series.

Upon their debut in 1982, Care Bears quickly became a global sensation, causing a national frenzy as moms and dads vied to get their hands on the new characters. The Care Bears represent different emotions through endearing symbols on their tummies known as “belly-badges.”

For more Care Bears games, videos and activities, fans can visit [www.Hubworld.com](http://www.Hubworld.com) for storylines, video clips and full-length episodes of the all-new show! Fans can also visit the official website at [www.agkidzone.com](http://www.agkidzone.com).

### **About 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](http://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.

To find the channel in your area, please visit <http://www.Hubworld.com> and check the channel locator at the top of the page.

Visit The Hub on Facebook at <http://www.facebook.com/hubtvnetwork>

Note: For artwork, visit [www.press.discovery.com](http://www.press.discovery.com)

### **About American Greetings Corporation**

For more than 100 years, American Greetings Corporation (NYSE: AM) has been a creator and manufacturer of innovative social expression products that assist consumers in enhancing their relationships to create happiness, laughter and love. The Company's major greeting card lines are American Greetings, Carlton Cards, Gibson, Recycled Paper Greetings and Papyrus, and other paper product offerings include DesignWare party goods and American Greetings and Plus Mark gift-wrap and boxed cards. American Greetings also has one of the largest collections of electronic greetings on the Web, including cards available at [AmericanGreetings.com](http://AmericanGreetings.com) through AG Interactive, Inc. (the Company's online division). In

addition to its product lines, American Greetings also creates and licenses popular character brands through the American Greetings Properties group. Headquartered in Cleveland, Ohio, American Greetings generates annual revenue of approximately \$1.6 billion, and its products can be found in retail outlets worldwide. For more information on the Company, visit <http://corporate.americangreetings.com>.

**About American Greetings Properties**

American Greetings Properties (AGP) is the intellectual property and outbound licensing division of American Greetings Corporation. Built upon the successful re-launches of Care Bears and Strawberry Shortcake licensed products, which have garnered over \$5 billion in retail sales worldwide combined since 2002, AGP develops multi-platform campaigns for its properties through digital media, entertainment, marketing and merchandising. In addition to Care Bears and Strawberry Shortcake, AGP's active classic brands include Holly Hobbie and Madballs, as well as new properties Twisted Whiskers, Maryoku Yummy and TinPo. Children can experience AGP online at [www.agkidzone.com](http://www.agkidzone.com). For more information on AGP, visit [www.agpbrands.com](http://www.agpbrands.com)

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Contact Information:

Crystal Williams  
The Hub  
(818) 531-3673  
[Crystal\\_Williams@hubtv.com](mailto:Crystal_Williams@hubtv.com)