



FOR IMMEDIATE RELEASE

April 12, 2011

THE HUB TV NETWORK PRESENTS
WORLD TELEVISION PREMIERE OF 'CHUCK'S BIG AIR DARE'

Supported by Online Sweepstakes to Win Home Entertainment System

LOS ANGELES – The Hub Television network, a destination for kids and their families, will present the world television premiere of the one-hour special “Chuck’s Big Air Dare” based on the popular brand Tonka Chuck & Friends and The Hub’s animated series “The Adventures of Chuck & Friends.” The special, which introduces a new character Flip the Race Truck, teaches kids about the need to work together in order to succeed.

The Hub will premiere “Chuck’s Big Air Dare,” a Hasbro Studios production, Friday, April 22 (10 a.m. ET), with encore performances throughout the Easter weekend.

The Hub, a TV network for kids and their families, is a joint venture of Discovery Communications and Hasbro, Inc., and is available to 62 million U.S. cable and satellite households.

In tandem with the world television premiere of “Chuck’s Big Air Dare,” The Hub is sponsoring the “Chuck & Friends Big Air Dare Sweepstakes” which will award one lucky winner a new home entertainment system as well as other Chuck & Friends merchandise. Fans can visit hubworld.com/bigairdare to enter from April 10 – 17 and for full details. No purchase is required to enter.

The world television premiere comes on the heels of the March 1 DVD release of “Chuck’s Big Air Dare” which features a theme song by Clint Black and the voice of Corbin Bleu. Bonus features on the DVD include sing-alongs, animated storybooks, a look behind the scenes and a meet-the-characters segment for even more Chuck & Friends fun.

“Chuck’s Big Air Dare” follows Chuck and his friends as they are introduced to a talented race truck named Flip who can spin in midair, and even do cartwheels! Naturally, Chuck gets a little jealous and sets out to prove that he’s just as talented as Flip, resulting in both trucks learning a valuable lesson: they need each other to succeed.

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, specials and game shows, and the network extends its content through a robust and engaging online presence, www.hubworld.com. The Hub rebranded from Discovery Kids on October 10, 2010, and reaches approximately 62 million U.S. households. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

CHUCK & FRIENDS and all related characters are trademarks of Hasbro.

You can visit The Hub on Facebook at <http://www.facebook.com/#!/hubtvnetwork>

Note: For artwork, visit www.press.discovery.com

-- THE HUB --

Information:

JP Shields

The Hub

818.531.3672

JP_Shields@hubtv.com