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**JEFF HASLER NAMED SENIOR VICE PRESIDENT,
PRODUCTION AND DEVELOPMENT FOR PLANET GREEN**

(Silver Spring, Md.) – Jeff Hasler has been named Senior Vice President, Production and Development for Planet Green, Discovery Communications’ television channel and multiplatform entertainment brand devoted to the environment and sustainable living. Hasler reports to Laura Michalchyshyn, President and General Manager of Planet Green, who made the announcement.

“Jeff is an accomplished creative executive with deep and diverse experience and development foresight. He is the professional I need to broaden the network’s programming slate and to bring exceptional content to television,” said Laura Micalchyshyn. “I am delighted to bring Jeff into our family as we grow and expand the Planet Green brand.”

As Senior Vice President of Production and Development, Hasler is responsible for initiating and producing original programming ideas. He oversees the brand’s on-air development slate spanning subjects and categories which include the impact of humans on the planet, transportation, transformation, architecture, renovation, science & technology, music, fashion, natural history, lifestyle and culture, among other genres.

Hasler previously held the position of Senior Vice President, Development and Production for the Discovery Channel where he had oversight of all original production and development. Prior to joining Discovery, Hasler served as Director of Programming at A&E, overseeing nonfiction and reality productions. Preceding his tenure at A&E, Hasler amassed an impressive roster of production credits. He has produced for Bravo, TLC, The History Channel, VH1, PBS, Food Network and Metro Channel. Hasler was also a co-producer of the Showtime Original film *Walter and Henry*, an Emmy Award and DGA Award nominee starring James Coburn and John Larroquette.

About Planet Green:

Planet Green is the multi-platform media destination devoted to the environment. Launched on June 4, 2008, this brand with a mission is available in 57 million homes. Planet Green is the center for a new conversation, speaking to people who want to understand how humans impact the planet and how to live a more environmentally sustainable lifestyle. It’s for people who truly want to make a difference in meeting the critical challenge of protecting our environment.

Planet Green and its two robust websites planetgreen.com and TreeHugger.com, offer unique, original, insightful, inspiring, and entertaining content related to how we can evolve to live a better, brighter future. Planet Green’s unique programming, digital tools, and content will enlighten, empower and most certainly, entertain.

Planet Green is a division of Discovery Communications.

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