



**For Immediate Release  
January 30, 2012**

**PHILADELPHIA TEEN WINS RECORDING DEAL  
WITH BOARDWALK RECORDS AND RCA RECORDS ON THE HUB TV  
NETWORK'S MUSIC REALITY SERIES 'MAJORS & MINORS'**

**Michael Woodard Crowned Winner  
With Performance on Series' First-Season Finale**



LOS ANGELES – During the Sunday, January 29 season finale of The Hub Television Network's music reality series "Majors & Minors," 13-year-old Philadelphia native Michael Woodard sang his way to the top and won a recording contract with Boardwalk Records and RCA Records. Woodard and his fellow cast members, ages 10-16 years old, took the stage at LA's popular The Key Club to perform their original singles in front of a live audience and judging panel of music and entertainment industry professionals.

As the winner of "Majors & Minors," Woodard joins an acclaimed roster of top-selling RCA musical artists including Brandy, Adam Lambert and Jennifer Hudson. At Boardwalk Records and RCA Records he will work with industry professionals on his debut album.

"I will remember this experience for the rest of my life and the people that I've met along the way," said Michael, looking back on his journey during the 15-episode season. "It was amazing to work with all of my mentors and of course, share this time with the 'Majors and Minors' cast. I know this is just the beginning of what I hope will be a great career because of my strong love for music. I'm very excited for my future."

Panel judge and series mentor Evan "Kidd" Bogart, the songwriting hit-maker for music stars Rihanna and Beyoncé, commented "Michael is a remarkable new artist. I'm so proud to be mentoring him and working with him on completing his new album. I'm eager to see his talent grow and flourish for decades to come."

The dozen aspiring artists were selected last year from more than 40,000 children nationwide who auditioned for the series. Over the course of the season, the cast members gained the learning experience of a lifetime as they were mentored by some of the most successful musical artists and coaches in the music industry. The star-studded team of music stars included Adam Lambert, Jennifer Hudson, will.i.am, Leona Lewis, Mike Posner, Claude Kelly, Sean Kingston, Avril Lavigne, OneRepublic's Ryan Tedder, Jordin Sparks, Colbie Caillat and the series recurring mentor, R&B singer/songwriter Brandy.

To hear Michael's single "Closer," and the remaining cast members' songs, visit iTunes to purchase *Majors & Minors: Our Songs (Season 1)*.

"Majors & Minors" was developed and executive-produced by Evan "Kidd" Bogart as well as top TV producers Timothy Scott Bogart and Gary A. Randall. The show is produced for The Hub by Boardwalk Entertainment Group in partnership with Sony Music's RCA Records, BMG/Chrysalis and BMI.

### **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 reaches approximately 62 million U.S. households. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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### **About Boardwalk Entertainment Group**

Boardwalk Entertainment Group is a multi-faceted production and media company encompassing film, television, music and technology. In addition to the music reality series *Majors & Minors* for The Hub TV Network, Boardwalk Television is in development on scripted and unscripted projects set up at various broadcast and cable networks as well as multiple feature film projects including "SPINNING GOLD: The Casablanca Records Story" set to star Justin Timberlake founder Neil Bogart. Boardwalk

Records is releasing albums from new and established artists, including *Wallpaper* through Epic Records and ZZ *Ward* through Hollywood Records as Casablanca Records'