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THE HUB CONTINUES ROLLOUT OF AMBITIOUS SLATE
OF ORIGINAL SERIES WITH “CLUE”

*Ever-Popular Mystery Board Game Comes to Life In New Half-Hour, Live-Action Series;
Casting to be Announced*

LOS ANGELES, Ca. – CLUE, the iconic family-favorite board game, will come to The Hub as an original, half-hour live-action series, it was announced today by Margaret Loesch, President and CEO of the new network for kids and their families, which launches October 10 (10-10-10). The series, which will feature a youthful, ensemble cast (to be announced) working together to uncover clues and unravel mysteries, will be produced by Hasbro Studios.

Announcement of the Hub Original Series was made today during the new network's appearance at the 2010 Television Critics Association Press Tour in Los Angeles.

The Hub is a joint venture between Discovery Communications and Hasbro, Inc., and will be available to 60 million U.S. cable and satellite households upon launch.

“We’re excited to be bringing CLUE to television, as the property exemplifies the qualities we look for: good storytelling, compelling characters, kids and family game-play together, and group problem solving,” said Ms. Loesch. “The opportunity to develop a program based on such an iconic and immensely popular game is unique, and we believe the television adaptation will be very popular with kids and their families.”

The series “Clue” will join a diverse and ambitious lineup of Hub Original Series and U.S. Premieres previously announced by the channel. Hub Original Series announced to-date include: “Dan Vs.,” “Family Game Night,” “G.I. Joe Renegades,” “My Little Pony Friendship is Magic,” “Pictureka!” “Pound Puppies,” “R.L. Stine’s The Haunting Hour,” “The Adventures of Chuck and Friends” and “Transformers Prime.”

About The Hub: The Hub, a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) and Hasbro, Inc. (NYSE: HAS), will entertain, enlighten, empower and educate children and their families. The cable and satellite television network will feature 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 will include animated and live-action series, specials and game shows, and the network will extend its content through a robust and engaging online presence. The Hub will launch October 10, 2010 (10-10-10) reaching approximately 60 million U.S. households on what is currently Discovery Kids channel. The online home of The Hub is www.hubworld.com. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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