



FOR IMMEDIATE RELEASE

August 6, 2010

THE HUB TAPS POPULAR TALENT FOR UPCOMING ORIGINAL SERIES

Roster Includes: Betty White, Eric McCormack, Bailee Madisen, Lauren Holly, Peter Cullen, Dave Foley, Meredith Baxter, Michael Gross, Paget Brewster, Renee Auberjonois, Curtis Armstrong, Lee Majors

LOS ANGELES, Ca. – Approaching its October 10 (10-10-10) launch, the new children’s and family network The Hub has tapped an impressive roster of popular stars for its lineup of Hub Original Series. The casting for animated and live-action series was announced today by Margaret Loesch, President and CEO, The Hub, during the new network’s appearance at the 2010 Television Critics Association Press Tour in Los Angeles.

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

Casting unveiled today includes:

“Dan Vs.” (Hub Original Series, animated)

Cast includes: Curtis Armstrong (“Revenge of the Nerds”), Dave Foley (“The Kids in the Hall”), Paget Brewster (“Criminal Minds”), Meredith Baxter (“Family Ties”) and Michael Gross (“Family Ties”),. Produced by Film Roman LLC.

“Family Game Night” (Hub Original Series, live-action)

Host: Todd Newton (“Hollywood Showdown” and “Whammy”). Produced by Hasbro Studios and Zoo Productions.

“G.I. Joe Renegades” (Hub Original Series, animated)

Cast includes: Charlie Adler (“Transformers: Revenge of the Fallen”), Lee Majors (“Six Million Dollar Man”), Clancy Brown (“Shawshank Redemption”), Jason Marsden (“Batman: The Brave and the Bold”), Johnny Messner (“Tears of the Sun”) and Kevin Michael Richardson (“The Batman”) Produced by Hasbro Studios.

“My Little Pony Friendship is Magic” (Hub Original Series, animated)

Cast includes: Tara Strong (“Powerpuff Girls” and “King of the Hill”). Produced by Hasbro Studios.

“Pictureka!” (Hub Original Series, live-action)

Host: Cory Almeida (DJ for “American Idol,” “So You Think You Can Dance,” “Dancing With The Stars,” and “America’s Got Talent”). Produced by Hasbro Studios.

“Pound Puppies” (Hub Original Series, animated)

Cast includes: Betty White (“Hot in Cleveland”), Eric McCormack (“Will & Grace”), Michael Rapaport (“Prison Break”), John DiMaggio (“Futurama”), Alanna Ubach (“Hung”), Rene Auberjonois (“Boston Legal”) and Yvette Nicole Brown (“Community”). Produced by Hasbro Studios.

“R.L. Stine’s The Haunting Hour” (Hub Original Series, live-action)

Cast includes: Bailee Madison (“Bridges to Terebithia”). Produced by Haunting Hour Productions, Ltd.

“The Adventures of Chuck and Friends” (Hub Original Series, animated)

Cast includes: Lauren Holly (“NCIS”). Produced by Hasbro Studios.

“Transformers Prime” (Hub Original Series, animated)

Cast includes: Peter Cullen (“Transformers” Trilogy – Optimus Prime), Frank Welker (“Transformers” Trilogy - Megatron), Gina Torres (“MadTV”), James Remer (“Dexter”), Josh Keaton (“Justice League: Circle of Two Earths”), Kevin Michael Richardson (“The Batman”), Markie Post (“The Fall Guy”). Produced by Hasbro Studios.

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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