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THE HUB ADDS ICONIC, POPULAR SERIES TO LAUNCH LINEUP

*“Doogie Howser, M.D.,” “Wonder Years,” “Transformers - Generation 1,”
“G.I. Joe: A Real American Hero” Among Titles on Schedule*

LOS ANGELES, Ca. – Approaching its October 10 (10-10-10) launch, the new children’s and family network The Hub has announced acquisitions of popular series with appeal to the network’s target audience of children and their families. Among the titles that will join the lineup: “Doogie Howser, M.D.” and “Wonder Years,” and the iconic series “Transformers - Generation 1,” and “G.I. Joe: A Real American Hero.”

Announcement of the program acquisitions was made 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.

The acquisitions will join The Hub’s previously announced robust schedule of Hub Original Series and U.S. Premiere series, and will offer kids and their families, an array of choices across the network’s planned programming blocks: Pre-school (ages 2-5; 9am – 1pm); Kids Afternoon/Kids Prime (ages 6-12; 1pm -6pm); Kids and Family Prime Access (6pm – 7pm); and Kids and Family Prime (7pm – 11pm).

Acquired series announced today include:

“Doogie Howser, M.D.”

In the modern classic television show that made young Neil Patrick Harris a star, a teen genius is catapulted into the very grownup world of emergency room medicine as he makes the rounds as a licensed MD while trying to figure out what it means to be a kid – making friends and just plain growing up. Produced by 20th Century Fox and Steven Bochco Productions.

“G.I. Joe: A Real American Hero”

In this popular animated series, viewers are reintroduced to the G.I. Saga, featuring the fearless G.I. Joe team working to combat Cobra, an evil organization bent on world domination. Around the world, battling on land, sea and air whenever there is trouble, G.I. Joe is there. Produced by Marvel Productions and Sunbow Productions.

“The Wonder Years”

This award-winning acclaimed series about growing up on the '60s and '70s returns with the hysterical, occasionally crushing, always heartfelt trials and tribulations of Kevin Arnold (Fred Savage) as the average American boy growing up with his friends. Along with sometimes girlfriend Winnie and best pal Paul, Kevin personifies what it means to be a kid in the timeless series that continues to inspire and entertain. Produced by The Black/Marlens Company and New World Television.

“Transformers – Generation 1”

The iconic '80s TV series, “Transformers – Generation 1,” which launched the global Transformers entertainment franchise, introduces audiences to the Transformers, sentient robotic beings from Cybertron who crash land on Earth and are divided into two opposing factions, the Autobots and Decepticons. Produced by Marvel Productions and Sunbow Productions.

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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