

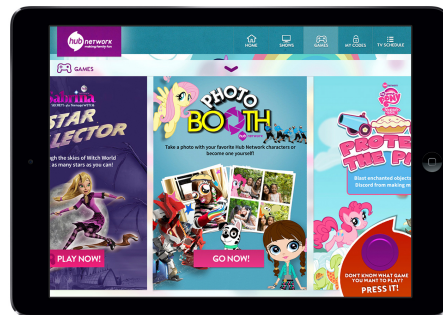
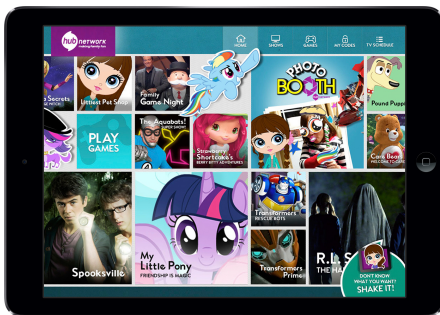


**For Immediate Release  
April 9, 2014**

**THE HUB NETWORK LAUNCHES A NEW APP  
WITH EXCLUSIVE GAMES, VIDEO AND  
AN INTERACTIVE PHOTO BOOTH FEATURE  
DESIGNED FOR KIDS AND THEIR PARENTS**

**The App for both iPad® and iPhone® Is Available Now from the App Store<sup>SM</sup> on iTunes®**

**Additionally, Hubnetwork.com Gets a Full Upgrade with a Tablet-Forward Design, New Games, More Video and a Fun Unique Feature – “Family Hub” – For a Customizable Experience and the Chance for Fans to Have Their Own Creative Content Appear on the Hub Network**



[Download the Hub Network App Here](#)

[Check out this promo for the Hub Network App](#)

LOS ANGELES — The [Hub Network](#), champions of family fun and the only network dedicated to providing kids and families entertainment they can enjoy together, today launched a brand new app with exclusive games, full episodes and video shorts, as well as a fun photo booth activity. The Hub Network app is available for both the iPad and iPhone and can be [downloaded now](#) for free in the App Store on iTunes. Additionally, the network has an enhanced website with a new name: [HubNetwork.com](#), which features a tablet-forward design, games,

more video and an exciting new feature called “Family Hub” that lets kids and families customize their own [HubNetwork.com](http://HubNetwork.com) experience and submit their own artwork, photos and videos that might be used on TV.

“As the number one co-viewed network for kids and their parents, I am delighted we are launching the Hub Network’s first-ever app while also expanding our website to include a customizable experience for our audience,” said Margaret Loesch, President & CEO, Hub Network. “Viewers have never been as engaged and involved with content as they are today. At the Hub Network, we have avid fans who constantly tell us that they want more access to our hit series. We are happy to be doing that with our new app and website.”

“The Hub Network App and our all-new [HubNetwork.com](http://HubNetwork.com) website now provide fun, new, surprising and immersive ways to experience the Hub brand anytime, anywhere,” said Dena Kaplan, Chief Marketing Officer, Hub Network. “In a world where parents and kids want to create and share content easily, we are excited to offer unique ways to do this with our beloved family of Hub characters through the photo booth activity in our Hub App, as well as the unique ‘Family Hub’ content sharing feature on [HubNetwork.com](http://HubNetwork.com).”

The Hub Network app is loaded with exciting, sticky content that enables fans to have a blast with their favorite Hub Network shows and characters, such as exclusive games from Hub Network’s hit series. Also, users of the app can have their photos “photo-bombed” by their favorite Hub Network character as part of the app’s amazingly awesome photo booth feature where users get stickers and accessory packs, which they can apply to photos of their family and friends. Additionally, My Codes is an app exclusive where consumers can watch their favorite shows on air to receive special codes that unlock stickers to use in the photo booth. Other terrific features of the Hub Network App include full episodes and video shorts from popular Hub Network programs, such as “My Little Pony,” “Littlest Pet Shop” and “Transformers Prime.” The app will be refreshed regularly, so coming soon are customizable calendar reminders for which users can set an alert to remind them not to miss the newest episode of their favorite Hub Network show.

The redesign of [HubNetwork.com](http://HubNetwork.com) not only enhances fan-favorite features, like new games and more videos of the Hub Network’s best shows, but it also includes impressive upgrades and a new customizable feature called “Family Hub.” “Family Hub” enables kids and their families to share videos, photos and artwork, which could potentially be broadcast on the network and made available to all [HubNetwork.com](http://HubNetwork.com) visitors! Families can also challenge each other to games, share scores and compete against each other. Additionally, registered “Family Hub” users can add avatars and backgrounds from their favorite series and select “Favorites” to get updated information about the shows and content they like the most.

## **About the Hub Network**

The Hub Network is a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) and Hasbro Inc., (NASDAQ: HAS) that champions family fun by providing relatable, funny, family friendly entertainment experiences that children and their parents can enjoy together. The cable and satellite television network features original programming as well as content 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 Network's 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 [HubNetwork.com](http://HubNetwork.com). The Hub Network rebranded from Discovery Kids on October 10, 2010, and is available in nearly 71 million U.S. households. The Hub Network logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

To find the channel in your area, please visit [HubNetwork.com](http://HubNetwork.com) and check the channel locator at the top of the page.

Visit the Hub Network on Social Media:

Facebook at [Facebook.com/HubTVNetwork](https://www.facebook.com/HubTVNetwork)

Twitter [@HubTVNetwork](https://twitter.com/HubTVNetwork)

Instagram [@HubTVNetwork](https://www.instagram.com/HubTVNetwork)

YouTube at [YouTube.com/HubTVNetwork](https://www.youtube.com/HubTVNetwork)

Note: For artwork, visit [press.discovery.com/us/Hub/](http://press.discovery.com/us/Hub/)

## **Press Contact:**

Joanna Massey, 818-531-3670, [Joanna\\_Massey@HubNetwork.com](mailto:Joanna_Massey@HubNetwork.com)