



FOR IMMEDIATE RELEASE
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THE HUB TV NETWORK GIVES PONY FANS A SPECIAL VALENTINE:

CHOOSE THE EPISODES FOR THE 'MY LITTLE PONY FAN FAVORITES MARE-A-THON'

Voting Begins Today at Hubworld.com for the Five-Hour "My Little Pony Friendship is Magic"

Love Fest on February 11 And 14

LOS ANGELES – The Hub TV network, a television network for kids and their families, will send a special Valentine to "My Little Pony Friendship is Magic" fans on Valentine's Day weekend with a "My Little Pony Fan Favorites Mare-a-thon" Saturday, February 11 (6 – 11 a.m. ET (encore on Valentine's Day, Tuesday, February 14, at 8 a.m. – 1 p.m. ET).

The five-hour programming marathon will consist of fan-favorite episodes of the popular animated series "My Little Pony Friendship is Magic" as voted by the show's devotees, culminating with the premiere of the all-new Valentine's Day-themed episode, "Hearts and Hooves Day" where The Cutie Mark Crusaders try to play cupid, but soon come to regret their actions.

Beginning today on Hubworld.com/weheartponies, fans of the popular animated series can vote for their favorite episodes to be included in the "My Little Pony Fan Favorites Mare-a-thon" from a list of 20 episodes from seasons one and two. To help viewers select their favorites, video clips of each episode are posted on Hubworld.com. The winning episodes will be featured as a countdown during the marathon.



<http://www.youtube.com/watch?v=0PW4XnBd-WA&feature=youtu.be>

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. 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.

To find the channel in your area, please visit <http://www.Hubworld.com> and check the channel locator at the top of the page.

Visit The Hub on Facebook at <http://www.facebook.com/hubtvnetwork>

Note: For artwork, visit www.press.discovery.com

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