



**For Immediate Release
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THE HUB NETWORK RENEWS “MY LITTLE PONY FRIENDSHIP IS MAGIC” FOR A FIFTH SEASON

Popular Animated Series Set to Debut in 2015



LOS ANGELES – Twilight Sparkle and her beloved pony friends will continue to celebrate the magic of friendship as the [Hub Network](#) announces season five of its hit animated series “**My Little Pony Friendship Is Magic**.” The series, from Hasbro Studios, is slated to air in 2015 on the Hub Network, champions of family fun and the only network dedicated to providing kids and their families entertainment they can watch together. The network has ordered 26 episodes for season five.

“My Little Pony Friendship Is Magic” follows the magical Princess Twilight Sparkle and her trusted assistant Spike, who live in Ponyville in the enchanted land of Equestria, along with her colorful pony friends – honest Applejack, generous Rarity, kind Fluttershy, loyal Rainbow Dash and fun-loving Pinkie Pie. Together, they teach one another valuable lessons about the most powerful magic of all – the magic of friendship.

“My Little Pony Friendship Is Magic” features key voice talent including Tara Strong, Cathy Weseluck, Andrea Libman as well as Tabitha St. Germain and Ashleigh Ball, who both also provide voice to characters of the Hub Network’s “Littlest Pet Shop.” The series is executive produced by Chris Bartleman, Kirsten Newlands and Stephen Davis and was developed for television by Lauren Faust. In addition, season five will continue to include co-executive producers Meghan McCarthy and Jayson Thiessen, who is also the supervising director, as well as composer Daniel Ingram, who was nominated for a Daytime Emmy® Award for his previous work on “My Little Pony Friendship Is Magic.”

Follow the new season of “My Little Pony Friendship Is Magic” on Twitter at #MLPSeason5.

About the Hub Network

The HubNetwork 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. 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 and check the channel locator at the top of the page.

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Note: For artwork, visit press.discovery.com/us/Hub/

About Hasbro Studios

Hasbro Studios is the Los Angeles-based entertainment division of Hasbro, Inc. (NASDAQ: HAS). The studio is responsible for entertainment brand-driven storytelling for the company across television, film, commercial productions and short-form. It develops, produces and distributes TV shows based on Hasbro's world class brands, including TRANSFORMERS, MY LITTLE PONY, LITTLEST PET SHOP and FAMILY GAME NIGHT. Many of these shows air on the Hub Network, a U.S. television network for kids and their families, that is a joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Hasbro Studios shows can also be seen on networks in more than 180 territories globally. Since its formation in 2009,

the studio has received seven Daytime Emmy wins and 16 nominations. On the film side, the studio is developing and producing a number of features based on Hasbro's brands, including TRANSFORMERS: AGE OF EXTINCTION (Paramount), G.I. JOE 3 (Paramount) and CANDY LAND (Sony). The studio team also oversees the production of commercials that feature Hasbro's brands as well production of short-form content that can be seen on all of the major digital and social media platforms globally.

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