



**For Immediate Release  
October 23, 2013**

**PRINCESS TWILIGHT SPARKLE AND HER COLORFUL PONY FRIENDS RETURN  
FOR THE FOURTH SEASON OF “MY LITTLE PONY FRIENDSHIP IS MAGIC”  
ON THE HUB NETWORK, NOV. 23**

**Premiere Kicks Off With a Special Airing of “My Little Pony Equestria Girls,”  
Followed by Two New Episodes in Which Princess Twilight Discovers  
the Secret Behind the Elements of Harmony**



LOS ANGELES — The popular animated series, “**My Little Pony Friendship is Magic**” from Hasbro Studios, will return for a fourth season on **Saturday, November 23**, with two all-new, back-to-back episodes starting at 10 a.m. ET/ 7 a.m. PT, on [the Hub Network](#), a destination for kids and their families. Prior to the season premiere, there will be a special airing of the Hasbro Studios’ feature film “My Little Pony Equestria Girls” at 8:30 a.m. ET/ 5:30 a.m. PT.

The fourth season begins with a revealing two-part premiere in which the newly crowned Princess Twilight must balance her new royal duties and her friendship with the other ponies. Amid preparations for the Summer Sun Celebration in Canterlot, Princesses Celestia and Luna go missing and the Everfree Forest is taking over Equestria. These unexpected turn of events sends Princess Twilight and her pony friends on a quest to discover a mysterious foe who threatens to destroy everything. It is

all up to Princess Twilight and her friends to help save Equestria from being destroyed. As part of the journey, Princess Twilight is given the chance to discover the secret behind the Elements of Harmony.

“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!

The series 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. Also returning this season is composer Daniel Ingram, nominated for a Daytime Emmy® Award for his previous work on “My Little Pony Friendship is Magic” as well as co-executive producers Meghan McCarthy, who also serves as story editor and Jayson Thiessen, who is also the supervising director.

### **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) 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 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 [www.hubworld.com](http://www.hubworld.com). The Hub Network rebranded from Discovery Kids on October 10, 2010, and is available in over 73 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 <http://www.hubworld.com> and check the channel locator at the top of the page.

Visit the Hub Network on Facebook at <http://www.facebook.com/hubtvnetwork> and Twitter @HubTVNetwork

Note: For artwork, visit <http://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 as production of short-form content that can be seen on all of the major digital and social media platforms globally.

-- The Hub Network --

**Press Contact:**

Amy Maloney, 651-249-7977, [Amy\\_Maloney@HubTV.com](mailto:Amy_Maloney@HubTV.com)