



**FOR IMMEDIATE RELEASE**

**April 13, 2011**

**THE HUB TV NETWORK ANNOUNCES CROSS PLATFORM INITIATIVE**  
**FOR ‘MY LITTLE PONY FRIENDSHIP IS MAGIC’**  
**FEATURING INTERACTIVE OPPORTUNITIES FOR KIDS AND PARENTS**

Online Event, Coloring Pages and Special Marathon of Episodes Celebrate April 15 Landmark Episode Revealing How Ponies Get Their “Cutie Marks”

LOS ANGELES – To generate cross-platform traffic as well as cultivate reading and imagination skills for kids, [The Hub](#), a TV destination for kids and their families, in conjunction with Hasbro Inc., has announced a cross-platform initiative that includes an online event, coloring pages and a special “My Little Pony Friendship is Magic” marathon of episodes to celebrate a milestone episode on Friday, April 15, (1:30 p.m. ET) of the top-rated, half-hour animated series produced by Hasbro Studios.

The Hub is a joint venture of Discovery Communications and Hasbro, Inc., and is available in 62 million U.S. cable and satellite households.

The Hub will present “The Cutie Mark Chronicles” episode on April 15 during which fans of the popular My Little Pony brand will learn the origins of their favorite ponies’ signature “Cutie Marks” for the very first time. A pony’s “Cutie Mark” is both important and symbolic to each pony’s individuality and serves as a personal symbol that defines their unique character, passions and ambitions. The episode follows three young ponies known as “The Cutie Mark Crusaders” on a quest to seek out TWILIGHT SPARKLE and the rest of the ponies to learn the untold stories of the iconic ponies and their famous “Cutie Marks.”

Leading up to the episode, a special online event, “MY LITTLE PONY TALES,” will run thru Saturday, April 16, inviting kids and their parents to visit <http://www.hubworld.com/mylittleponytales> where they can view a clip from the episode followed by three different answers to the question “How did RAINBOW DASH get her Cutie Mark?” Visitors to the online destination will read three short stories and will then be asked to choose which option they like most. The Friday, April 15, episode will reveal which of the short stories is true and how the episode ends.

After selecting their favorite ending option, viewers will be directed to Hasbro's website containing downloadable coloring pages of popular ponies including young RAINBOW DASH, young TWILIGHT SPARKLE, young APPLEJACK and young SPIKE THE DRAGON.

As an extra bonus, The Hub is rewarding fans with the "My Little Pony Mega Cutie Mark-a-thon" a special marathon of episodes Saturday April 16 from 9-11 a.m. ET. This two hour marathon of popular "My Little Pony Friendship is Magic" episodes will feature an encore presentation of "The Cutie Mark Chronicles" airing at 10:30 a.m. ET.

To find the channel in your area, please visit [www.hubworld.com](http://www.hubworld.com) and check the **Channel Locator** at the top of the page.

**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, specials and game shows, and the network extends its content through a robust and engaging online presence, [www.hubworld.com](http://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.

You can visit The Hub on Facebook at <http://www.facebook.com/#!/hubtvnetwork>

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

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