



**For Immediate Release
March 25, 2014**

**MUSICAL SUPERSTAR AND TV PERSONALITY JOEY FATONE TO HOST
HUB NETWORK'S ORIGINAL UNSCRIPTED SERIES,
"PARENTS JUST DON'T UNDERSTAND"**

**Unique Reality Series Gives Kids and Their Parents a Chance to Walk in
Each Other's Shoes**

**This Original Show Is Part of the Hub Network's Stepped Up Efforts to
Provide More Programming Specifically Made for
Kids and Their Families to Enjoy Together**



LOS ANGELES — The [Hub Network](#), champions of family fun and the only network dedicated to providing kids and their families entertainment they can watch together, announced today plans to premiere an all all-new, parent-child swap series, "**Parents Just Don't Understand**," hosted by musician and TV personality, Joey Fatone ('N Sync, "Dancing with the Stars"), who is a cross-generational performer with broad appeal. The unique reality series gives real kids and their parents a chance to find out what it feels like to be in the other person's shoes. Fatone also serves as an executive producer of the series, along with Christian Sarabia and Rabih Gholam. The 22-episode, unscripted series is produced by Endemol's 51 Minds Entertainment.

Since its launch in 2010, the mission of the Hub Network has been to provide programming with multi-generational appeal that kids watch with their parents, such as the hit series “My Little Pony Friendship Is Magic” and the Emmy Award® winning “Transformers Prime,” both from Hasbro Studios. This is why the Hub Network has been the most co-viewed children’s network versus all kids cable networks for four years in a row. Recently, the network sharpened its development focus and honed in on original shows for its co-viewing audience. “Parents Just Don’t Understand” is the first in a slate of new series that reflects the Hub Network’s expansion into programming for kids and their families to watch together.

“Our co-viewing audience numbers reflect what we are also hearing from kids and their parents in our research, which is that they want more quality entertainment they can watch together,” said Margaret Loesch, President and CEO, Hub Network. “The Hub Network already has programs like ‘My Little Pony’ and ‘Transformers,’ which both kids and parents like to watch. Therefore, we see a big opportunity in the marketplace to better target our shows to the co-viewing audience. ‘Parents Just Don’t Understand’ is the first example of this more focused strategy and we will be announcing more shows soon.”

“‘Parents Just Don’t Understand’ is a unique, exciting and fun concept that speaks to a real issue that families deal with today, which is how to foster mutual respect and understanding when dealing with their over-scheduled lives,” said Nikki Reed, Senior Vice President, Programming and Development, Hub Network. “The cross-generational aspect of this show also meant that it was important for us to find a host who could speak to the kids, the parents and the grandparents. We believe we found that in Joey Fatone, who is a multi-faceted performer with broad appeal.”

Dena Kaplan, Chief Marketing Officer, Hub Network, said: “We have made it our new mission to be champions of family fun entertainment for today’s kids and their families. As part of this mission, we recently modified our logo, changed our tag line to “making family fun,” created a unique brand identity package featuring real kids and parents across America and now we are expanding our programming to include new shows that are designed for kids and their families.”

In the spirit of “Freaky Friday,” “Parents Just Don’t Understand” will give parents the chance to walk a day in their kid’s shoes and experience first hand all the pressures and demands of their busy, over-scheduled lives. Meanwhile, kids will get to see what it is like to be responsible for the variety of things their parents do on a daily basis to keep things running smoothly at home and at work. The series is an imaginative premise that will create an authentic, funny and inspirational dialogue about the stress parents and kids experience, while also fostering mutual understanding and respect on both sides.

Known for his multi-platinum selling pop group, ‘N Sync, Fatone has developed a

versatile and cross-generational range of talents both on and off the small screen. Currently hosting “My Family Recipe Rocks!,” Fatone can also be found hosting the Las Vegas and Atlantic City versions of “Price is Right Live” and “Let’s Make a Deal.” Fatone’s television credits include “The Singing Bee,” “Dancing with the Stars,” “JoJo’s Circus,” “Higglytown Heroes” and “Hannah Montana.” He has also starred in the Broadway musicals, “Little Shop of Horrors” and “RENT.”

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. The Hub Network rebranded from Discovery Kids on October 10, 2010, and is available in nearly 72 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.

Visit the Hub Network on Social Media:

Facebook at Facebook.com/HubTVNetwork

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

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

YouTube at YouTube.com/HubTVNetwork

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

About 51 Minds Entertainment

51 Minds Entertainment is recognized as one of the leading creators and producers of reality television in the U.S. The company was founded in 2003 and went on to create a new genre of ‘celebrity’ starting with breakout hit “The Surreal Life.” This was the first of a multitude of series for VH1, many of which set new ratings records for the network and cable television as a whole. VH1 series include “Flavor of Love,” “Gotti’s Way,” “Lala’s Full Court Life,” “Marrying The Game,” and the runaway hit “TI and Tiny: The Family Hustle,” which is currently in its fourth season. In 2008, the company continued to diversify its output, creating and producing programming for a wide range of networks, including “Does Someone Have to Go?” (FOX), “Same Name” (CBS), “Scouted”

(E!) "Top Secret Recipe" (CMT), "Redneck Island" (CMT), and "Whodunnit?" (ABC). 51 Minds is affiliated with Endemol Group, a leading international content developer, producer and distributor of television and online programming whose divisions include Endemol USA ("Big Brother" (CBS), "Steve Harvey" (NBCUniversal), "Wipeout" (ABC), "Freakshow" (AMC)). The company, headquartered in the Netherlands, has over 80 subsidiaries and joint ventures in over 30 countries.

-- Hub Network --

Press Contacts:

Joanna Massey, 818-531-3680, Joanna_Massey@HubNetwork.com
Crystal Williams, 818-531-3673, Crystal_Williams@HubNetwork.com