



FOR IMMEDIATE RELEASE

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**HIGHLY ANTICIPATED SERIES PREMIERE OF 'TRANSFORMERS PRIME'
ON THE HUB BLASTS RATINGS**

**Episode is The Hub's Best-Ever Series Premiere;
Generates Quadruple Digit Percentage Gains Across Key Demographics**

Los Angeles, Ca. – The lure of the ongoing battle between the Autobots and the Decepticons for control of the Earth, and the introduction of a new character drove huge ratings increases with the Friday, February 11, premiere of the series "Transformers Prime" on The Hub, a television network for children and their families. The Hub is a joint venture between Discovery Communications and Hasbro, Inc.

The strong performance of the eagerly awaited CGI-animated series from Hasbro Studios, which included the unveiling of the newest character, Skyquake, was the best-ever series premiere for The Hub among Households. The episode also generated massive time period increases versus prior four-week averages across virtually all of the network's key target demographics including Kids 2-11 (+1350%), Kids 6-11 (+1250%), Adults 18-49 (+2700%), Women 18-49 (+4000%), Persons 2+ (+1618%) and Households (+1333%). Also, Men 18-49 increased by +2050%.

In addition, the strong performance of "Transformers Prime" boosted significantly the audiences for its lead-in and lead-out series versus prior four-week averages. "G.I. Joe Renegades" (6 p.m. ET) delivered solid gains among Kids 2-11 (+51%), Kids 6-11 (+64%), Boys 2-11 (+86%), Boys 6-11 (+76%, 30,000), Adults 18-49 (+108%), Women 18-49 (+100%), Persons 2+ (+54%) and Households (+85%). "Family Game Night" (7 p.m. ET) saw increases in key demographics including Kids 2-11 (+23%).

Highlights for the week include:

Programming Highlights, "Transformers Prime":

- Friday's series premiere of "Transformers Prime" (6:30 p.m. ET) was The Hub's best-ever regular series premiere by delivery with Households (172,000).
- Quadruple-digit percentage time period (Fri, 6:30 p.m. ET) increases from the prior four-week average in virtually all key demos including: Kids 2-11 (+1350%, 145,000), Kids 6-11 (+1250%, 81,000), Adults 18-49 (+2700%, 84,000), Women 18-49 (+4000%, 41,000), Persons 2+ (+1618%, 292,000) and Households (+1333%, 172,000). Men 18-49 increased by +2050% (43,000).
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- The same was true for boys, girls and pre-schoolers, as all these demos were up by huge gains in the time period: Boys 2-11 (+1650%, 105,000), Girls 2-11 (+1200%, 39,000), Boys 6-11 (+1600%, 68,000), Girls 6-11 (+550%, 13,000), Kids 2-5 (+1475%, 63,000), Boys 2-5 (+1750%, 37,000) and Girls 2-5 (+1200%, 26,000).

Other Programming Highlights:

- "G.I. Joe Renegades" (6 p.m. ET, the lead-in to "Transformers Prime"), gained from the prior four-week time period average among: Kids 2-11 (+51%, 56,000), Kids 6-11 (+64%, 36,000), Adults 18-49 (+108%, 50,000), Women 18-49 (+100%, 28,000), Persons 2+ (+54%, 128,000), Households (+85%, 74,000), Boys 2-11 (+86%, 39,000) and Boys 6-11 (+76%, 30,000).
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- The strong premiere of "Transformers Prime" also boosted the lead-out, as "Family Game Night" (7 p.m. ET) saw gains among Kids 2-11 by +23%, (87,000) versus the prior four-week average.
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- "Dan Vs." (Saturday, 8 p.m. ET) scored significant delivery increases against the prior four-week time period average among key demos, including Households (+28%, 68,000), Kids 2-11 (+169%, 94,000), Kids 6-11 (+200%, 81,000), and Persons 2+ (+65%, 119,000).
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- "R.L. Stine's The Haunting Hour" (Saturday, 8:30 p.m. ET) earned delivery increases against the prior four-week time period average among key demos, including: Households (+30%, 82,000), Kids 2-11 (+100%, 82,000), Kids 6-11 (+68%, 57,000), Adults 18-49 (+12%, 38,000), and Persons 2+ (+45%, 145,000).

Co-Viewing and Reach:

- For this week, The Hub was the top co-viewed network among all kid cable networks in Kids 2-11 and Adults 18-49. Thirty six percent (36%) of Kids 2-11 watched with an Adult 18-49, out-performing Nickelodeon (23%), Disney Channel (21%) and Cartoon Network (20%).
 - This weekend (multiple telecasts), "Transformers Prime" reached more than 1 million unique, unduplicated Persons 2+.

Competitive Highlights:

- The series premiere of "Transformers Prime" beat nickToons head-to-head in delivery in the time period with several key demos, including Households (+35%), Persons 2+ (+64%), Kids 2-11 (+71%), Boys 2-11 (+228%), Kids 6-11 (+113%), Boys 6-11 (+152%), Girls 6-11 (+18%), Adults 18-49 (+105%), Men 18-49 (+43%) and Women 18-49 (+273%).

Source: Nielsen; program-based dayparts; most current; 2/11/11 vs. 2/4/11 or vs. 1/14/11-2/4/11, growth by (000). Co-viewing in NPower, reach in all telecasts.

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 . The Hub rebranded from Discovery Kids on October 10, 2010, and reaches approximately 60 million U.S. households. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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