



**For Immediate Release
June 13, 2011**

**THE HUB TV NETWORK 'ROLLS OUT' A TRANSFORMERS SUMMER WITH
WORLD PREMIERE SPECIAL
"THE MAKING OF 'TRANSFORMERS: DARK OF THE MOON'"**

**Only on The Hub, Special Premieres June 25 Featuring Director Michael Bay
And Interviews with Stars Shia Labeouf and Josh Duhamel**

**Transformers Action Summer Continues with Special
Fourth of July Marathon Featuring Back-to-Back Episodes
Of "Transformers Prime" and "Transformers Generation 1"**

LOS ANGELES – The Hub television network, a destination for kids and their families, will present -- in advance of the theater debut of the eagerly anticipated blockbuster film -- the world premiere of the original special **"The Making of 'Transformers: Dark of the Moon',"** a behind-the-scenes look at the upcoming third feature film in the hugely successful film franchise. Based on the popular Hasbro brand Transformers, The Hub Original Special offers a sneak peek at footage from the film and features appearances by director Michael Bay and original interviews with the cast including Shia Labeouf and Josh Duhamel.

"The Making of 'Transformers: Dark of the Moon'" will be presented only on [The Hub](#), premiering Saturday, June 25 (2 p.m. ET), with encore performances Sunday, June 26 (10 p.m. ET), Saturday, July 2 (12:30 p.m. ET), Sunday, July 3 (9 p.m. ET), and Monday, July 4 (12:30 p.m. ET and 8 p.m. ET). The special is produced by Hasbro Studios.

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

"Transformers: Dark of the Moon" is the third film in the Transformers franchise and the first shot in 3D. It is directed by Michael Bay, written by Ehren Kruger and produced by Don Murphy & Tom DeSanto, Lorenzo di Bonaventura and Ian Bryce. The executive producers are Steven Spielberg, Michael Bay, Brian Goldner and Mark Vahradian. The movie opens on June 29, 2011. Paramount Pictures Corporation. All rights reserved.

The Hub continues its Transformers action summer with an Independence Day special line-up of back-to-back, fan-favorite episodes of the Daytime Emmy® Award-winning **"Transformers**

Prime” and “Transformers Generation 1.” The seven-hour marathon will be presented Monday, July 4, from 1-8 p.m. ET for fans of all ages to experience the two series together.

As an added bonus, special programming informational bits will pop up during the television episodes with trivia about the two series to test viewers’ knowledge of the epic mythology behind the Decepticons and the Autobots. Fans can also go online to Hubworld.com to see additional episodes and engage in a variety of interactive Transformers-themed games.

Nominated for six Daytime Emmy® Awards (including two Daytime Emmy® Award wins), the Hub Original Series **“Transformers Prime”** continues the legendary battle between the Autobots and the evil Decepticons. Archrivals Optimus Prime and Megatron once again face-off in their epic rivalry for control of the Earth. The new half-hour animated series features iconic characters of the franchise as well as introduces new human characters to the action series. From Hasbro Studios, the series is executive produced by Roberto Orci, Alex Kurtzman and Jeff Kline.

“Transformers Generation 1” is the iconic ‘80s animated television series which launched the global Transformers entertainment franchise. The show introduces audiences to Transformers, sentient robotic beings from Cybertron who crash land on Earth and are divided into two opposing factions, the Autobots and Decepticons.

About The Hub

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 62 million U.S. households. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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