



FOR IMMEDIATE RELEASE

October 28, 2010

THE HUB PRESENTS FIVE-DAY ORIGINAL MINI-SERIES EVENT
SHOWCASING 'TRANSFORMERS: PRIME'

Week to Also Include: "Hub Exclusive: 'Transformers: Prime'"

And Transformers-Themed "Hubworld" Episode

LOS ANGELES, Ca. – Fans of the enormously popular *Transformers* action-adventure entertainment franchise will revel in the upcoming television event on The Hub cable network – a five-part original mini-series, Monday-Friday, November 29 – December 3, showcasing "Transformers: Prime," a new CGI-animated television series coming to the network. The Hub, a TV network for kids and their families, is a joint venture of Discovery Communications and Hasbro, Inc., and is available to 60 million U.S. cable and satellite households.

"Transformers: Prime" is produced for The Hub by Hasbro Studios. Alex Kurtzman, Roberto Orci and Jeff Kline are executive producers. Kurtzman and Orci served as writers for the feature films "Transformers" and "Transformers: Revenge of the Fallen" including a role as writers and executive producers for "Star Trek." Kline was also executive producer of the animated series "Jackie Chan Adventures."

Prior to the five-day mini-series event, The Hub will spotlight "Transformers: Prime" with a Thanksgiving holiday weekend sneak preview of the mini-series and an action-packed lineup of "Transformers: Prime"-related programming that begins Friday, November 26. Kicking off the *Transformers* schedule is a special episode of the original series "Hubworld," a weekly, half-hour, pop culture magazine that will be dedicated to the *Transformers* phenomenon, Friday, November 26 (3 p.m. ET).

"Hubworld"'s special "Transformers: Prime" episode will be followed by a half-hour behind-the-special, "Hub Exclusive: "Transformers: Prime" (3:30 p.m. ET), which culminates with the premiere of the first two half-hour episodes (at 4 p.m. and 4:30 p.m. ET) of the "Transformers: Prime" mini-series, in which arch rivals the Autobots and Decepticons once again face-off in their epic rivalry for control of Earth. The all-new mini-series will feature iconic characters of the franchise, including Autobots Optimus Prime and Bumblebee, and the ominous Decepticon Megatron, as well as introducing new human characters to the action series.

Following the "Transformers: Prime" Friday lineup of programming, The Hub will showcase the highly anticipated new series with the five-day mini-series event, Monday-Friday, November 29-

December 3 (6:30 p.m. – 7 p.m. ET). The week-long run will include three additional new episodes of “Transformers Prime” on Wednesday, Thursday and Friday, December 1-3.

A full schedule of the “Transformers: Prime” and related programming follows. (All times ET).

“Hubworld” – *Transformers*-themed episode (Friday, November 26, 3 p.m. – 3:30 p.m.) “Hubworld” is a weekly, live-action pop culture magazine show that infuses what's happening in the life of everyday kids with what's happening on The Hub television network. Actor-magician Justin Willman will hosts.

“Hub Exclusive: ‘Transformers: Prime’” (premiere: Friday, November 26, 3:30 p.m. – 4 p.m. Encore presentations: Monday, November 29, 6 p.m. – 6:30 p.m.; Friday, December 3; 4:30 p.m. – 5 p.m.; and Saturday, December 4, 12 p.m. – 12:30 p.m.)

“Transformers: Prime” - Part 1 of “Darkness Rising” (premiere: Friday, November 26, 4 p.m. – 4:30 p.m. Encore presentations: 6 p.m. – 6:30 p.m. and 12 a.m. – 12:30 a.m.; Monday, November 29, 6:30 p.m. – 7 p.m.; Tuesday, November 30, 6 p.m. – 6:30 p.m.; Saturday, December 4, 1:30 p.m. – 2 p.m.)

“Transformers: Prime” - Part 2 of “Darkness Rising” (premiere: Friday, November 26, 4:30 p.m. - 5 p.m. Encore presentations: 6:30 p.m. – 7 p.m. and 12:30 a.m. – 1 a.m.; Tuesday, November 30, 6:30 p.m. – 7 p.m.; Wednesday, December 1, 6 p.m. – 6:30 p.m.; Saturday, December 4, 2 p.m. – 2:30 p.m.)

“Transformers: Prime” - Part 3 of “Darkness Rising” (premiere: Wednesday, December 1, 6:30 p.m. – 7 p.m. Encore presentations: Thursday, December 2, 6 p.m. – 6:30 p.m. Saturday, December 4, 2:30 p.m. – 3 p.m.)

“Transformers: Prime” - Part 4 of “Darkness Rising” (premiere: Thursday, December 2, 6:30 p.m. – 7 p.m. Encore presentations: Friday, December 3, 6 p.m. – 6:30 p.m.; Saturday, December 4, 3 p.m. – 3:30 p.m. and 12 a.m. – 12:30 a.m.)

“Transformers: Prime” - Part 5 of “Darkness Rising” (premiere: Friday, December 3, 6:30 p.m. – 7 p.m. Encore presentations: Saturday, December 4, 3:30 p.m. – 4 p.m. and 12:30 a.m. – 1 a.m.)

About The Hub:

The Hub is a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) and Hasbro, Inc., (NYSE: 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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