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PAWTUCKET, R.I.--(BUSINESS WIRE)--Nov. 6, 2009-- Kathy Samuels – an industry veteran with a proven track record of success during stints at both CBS Television Distribution Group (CTDG) and NBC – has been named Executive Producer at the newly-formed, Los Angeles-based Hasbro Studios. In this new role, Samuels will be responsible for overseeing production on a number of the Studio's creative initiatives, covering a variety of program genres, according to Stephen J. Davis, Hasbro Studios President.

Samuels' engagement follows her work at CTDG, television's number one syndicator of programming. As CTDG's Senior Vice President, Samuels was part of the team that oversaw the development, launch and programming of shows like "Rachel Ray", "The Doctors", "Entertainment Tonight" and "The Insider".

"I've had the great fortune to work on some of the best brands in television," Samuels said. "However, as a working mom, I've always had a personal and professional passion to make great television for kids, and in the kid and family arena, Hasbro owns and has access to the best brands in the business. I see Hasbro Studios as a perfect fit for my skills and interests, and it presents me with a wonderful opportunity."

Prior to CTDG, Samuels spent more than a decade at NBC. As Senior Broadcast Producer, Samuels helped launch the nationally syndicated news magazine show "Access Hollywood" and its teen spin off "Real Access" for the Noggin network. Previously, she was the Entertainment Producer for KNBC Los Angeles.

Hasbro Studios president Stephen J. Davis said, "Kathy comes to Hasbro Studios with a solid track record as a top producer and has been closely involved with some of television's most successful and enduring franchises. The Studio is establishing itself as a home for great talent – and Kathy's vision and creativity complements the talented group of professionals we have been putting in place here."

Hasbro Studios' productions will feed the new television network created by the joint venture between Hasbro and Discovery Communications

(NASDAQ: DISCA, DISCB, DISCK), that is planned to debut Fall 2010. New programming is planned based on iconic Hasbro brands such as ROMPER ROOM, TRIVIAL PURSUIT, SCRABBLE, CRANIUM, MY LITTLE PONY, G.I. JOE, GAME OF LIFE, TONKA and TRANSFORMERS, among many others. In addition, the "virtual" studio will produce programs from top third party content creators. Many of these shows will run on multiple channels in international and domestic markets.

About Hasbro:

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at http://www.hasbro.com. © 2009 Hasbro, Inc. All Rights Reserved.

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Source: Hasbro, Inc.

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