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The Hub Announces Additional Program Pick-Ups, Prepping Two New Original Series in Advance of Network's October Launch

Program Slate Expands to Include More Originals, Strengthening Line-Up Across Planned Dayparts

LOS ANGELES, Ca. – Continuing to bulk up its program lineup and define its direction ahead of the network's October 10 launch (10-10-10), The Hub's President and CEO Margaret Loesch announced today the addition of two new Hub Original Series, the live-action program **"Pictureka!"** and the animated series **"The Adventures of Chuck and Friends."** The announcement builds on the momentum of the network, coming on the heels of The Hub's recent unveiling of a robust slate of original, premiere and acquired series. The Hub is a joint venture between Discovery Communications and Hasbro, Inc. and will be available to 60 million U.S. households upon its launch.

"With this original live-action game show and an adored children's favorite coming to television for the first time, we are expanding our lineup and bringing together unique programming content that fulfills our core mission," said Ms. Loesch. "We remain focused on developing quality entertainment and becoming the preeminent kids and family brand."

These latest additions join The Hub's previously announced series, which will offer programming choices across the network's planned programming blocks: Pre-school (ages 2-5; 9 AM-1 PM); Kids Afternoon/Kids Prime (ages 6-12; 1-6 PM); Family Prime Access (6-7 PM); and Family Prime (7-11 PM).

"Pictureka!" (Hub Original Series)

The popular family board game goes live when The Hub brings this interactive offering to the network. "Pictureka!" will feature a playfully staged setting, where both contestants and their families take on the challenge of finding specific objects disguised within a host of elaborately drawn facades. Time is of the essence, and it takes a sharp eye and masterful collaboration to tackle the challenges and win points and prizes. Produced by Hasbro Studios in conjunction with Ellman Entertainment.

"The Adventures of Chuck and Friends" (Hub Original Series)

TONKA's Chuck the Truck and his incredible cast of friends will call The Hub home this fall in this delightfully fast-paced, song-filled, high-energy series for preschoolers. Every visitor to the truck stop where Chuck lives fuels his exciting fantasies, and he enlists his pals Digger, Boomer, Rowdy, Soku, Biggs and Handy to turn those fantasies into reality. Produced by Hasbro Studios, "The Adventures of Chuck and Friends" is educational/instructional compliant.

About The Hub: Announced in April 2009, The Hub, a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) and Hasbro, Inc. (NYSE: HAS) will entertain, enlighten, empower and educate children and their families. The cable and satellite television network will feature 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 will include animated and live-action series, specials and game shows, and the network will extend its content through a robust and engaging online presence. The Hub will launch October 10, 2010 (10-10-10) reaching approximately 60 million U.S. households on what is currently Discovery Kids channel.

The online home of The Hub is www.hubworld.com.