



November 3, 2010

The Hub to Premiere New Original Series 'G.I. Joe Renegades' During Thanksgiving Holiday Weekend

Premiere Event Includes: Back-to-Back Original Episodes; Behind-the-Scenes Special "Hub Exclusive: 'G.I. Joe Renegades'"

LOS ANGELES, Nov 03, 2010 (BUSINESS WIRE) -- Coming this Thanksgiving holiday weekend to The Hub, a cable network for kids and their families, is a special two-part premiere of the new half-hour, action-adventure animated series "G.I. Joe Renegades," Friday, November 26. The Hub is a joint venture of Discovery Communications and Hasbro, Inc., and is available to 60 million U.S. cable and satellite households.

The new animated series, a re-imagining of the popular, original series "G.I. Joe A Real American Hero," takes viewers back to the origins of the G.I. Joe storyline, in which the world's most elite renegade force of highly trained specialists are forced to band together to prevent their nemesis, the evil forces of Cobra Industries, from achieving global domination.

"G.I. Joe Renegades" is produced for The Hub by Hasbro Studios. The series is executive produced by Jeff Kline, whose television credits include "Transformers: Prime" and "Jackie Chan Adventures."

Preceding the series debut, The Hub will present a half-hour behind-the-scenes special, "Hub Exclusive: 'G.I. Joe Renegades' and 'Transformers: Prime'" (3:30 p.m. ET), showcasing two original series on The Hub. The special is followed by the world premiere of the first two half-hour episodes (5 p.m. and 5:30 p.m. ET) of "G.I. Joe Renegades." The series will continue in its regular time period, Friday, December 3, with an encore presentation at 5 p.m. ET and a new episode premiere at 5:30 p.m. ET.

Starring in the series premiere are Lee Majors ("The Six Million Dollar Man") as "General Abernathy," and Charlie Adler, the original Cobra Commander from the animated series "G.I. Joe: Resolute," who reprises his role in the new series. "G.I. Joe Renegades" also includes an all-star lineup of story editors, including Marty Isenberg ("Ben 10," "Teenage Mutant Ninja Turtles" and "Batman the Animated Series") and Henry Gilroy ("Star Wars: Clone Wars," "The Tick" and "Batman the Animated Series.")

A full schedule of the "G.I. Joe Renegades" and related programming follows. (All times ET).

"Hub Exclusive: 'G.I. Joe Renegades'" (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.)

"G.I. Joe Renegades" - Part 1 of "The Descent"(Premiere: Friday, November 26, 5 p.m. - 5:30 p.m.. Encore presentations: 11 p.m. - 11:30 p.m.; Sunday, November 28, 1 p.m. - 1:30 p.m.; Friday, December 3, 7 a.m. - 7:30 a.m.)

"G.I. Joe Renegades" -Part 2 of "The Descent"(Premiere: Friday, November 26, 5:30 p.m. - 6 p.m.. Encore presentations: 11:30 p.m. - 12 a.m.; Sunday, November 28, 1:30 p.m. - 2 p.m.; Friday, December 3, 7:30 a.m. - 8 a.m.)

About The Hub:

The Hub is a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA) (NASDAQ: DISCB) (NASDAQ: 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

at <http://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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SOURCE: The Hub

The Hub

Crystal Williams, 818-531-3673

Crystal_Williams@hubtv.com

or

The Lippin Group

323-965-1990

Elizabeth Wolfe, ewolfe@lippingroup.com

Jim Benson, jbenson@lippingroup.com