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The Hub Continues Strategic Program Acquisitions, Bringing Two International Favorites to U.S. Audiences

“In the Night Garden” and “Dennis and Gnasher” Bolster Lineup Ahead of Network’s October Launch

LOS ANGELES, Ca. –The Hub’s President and CEO Margaret Loesch announced today the acquisition of two international hit series, the live-action “In the Night Garden” and the animated “Dennis and Gnasher,” which will join a diverse lineup of Hub Original Series and U.S. Premiere program offerings previously announced by the network. These immensely popular series will premiere in the U.S. when the network launches on October 10 (10-10-10). The Hub is a joint venture between Discovery Communications and Hasbro, Inc., and will be available to 60 million U.S. cable and satellite households upon launch.

These latest additions join The Hub’s previously announced series, which will offer a dynamic slate of live-action and animated series 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).

Series announced today include:

“In the Night Garden” (Hub U.S. Premiere)

Igglepiggle, Upsy Daisy and Makka Pakka prepare for the adventure of a lifetime when they arrive in the U.S. following their hugely successful UK run on the BBC. A live-action, modern interpretation of the classic nursery rhyme picture book, “In the Night Garden” has been translated into 19 languages and is popular with young audiences worldwide. Produced by Ragdoll Productions for Ragdoll Worldwide Ltd., a BBC Worldwide/Ragdoll joint venture.

“Dennis and Gnasher” (Hub U.S. Premiere)

This irreverent animated series from the U.K. comes to U.S. shores as The Hub introduces the mischievous Dennis and his sidekick dog Gnasher to a new generation of young viewers. Unexpected and always making up his own rules, Dennis and his pals make the most of their days in the village of Beanotown in this series which embraces the irrepressible energy and enthusiasm of childhood. Produced for Beano Productions by Red Kite Entertainment and Sticky Pictures Production.

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. The Hub logo and name are trademarks of DHJV Company, LLC. All rights reserved.

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