



April 24, 2012

Hub TV Network Scores Record High Audience With Outstanding Performance of Special Royal Wedding of the Year on 'My Little Pony Friendship is Magic'

Strong Performance of Series Drives Network To Second Best-Ever Saturday in Network's History

LOS ANGELES – A record-setting performance by the much-buzzed-about, two-episode special wedding of Princess Cadance and Shining Armor -- from the pop-culture phenomenon series "My Little Pony Friendship is Magic"-- on Saturday, April 21, delivered the best-ever audience numbers for any series in the history of The Hub among the target demographics of Kids 2-11, Kids 6-11 and Households. The series is produced by Hasbro Studios.

The first episode of the two-part "My Little Pony Friendship is Magic" Royal Wedding Event (Saturday, 1-1:30 p.m. ET) was The Hub's best-ever telecast in network history with Kids 6-11, Kids 2-11 and Households. It was the second-best ever among Persons 2+.

The first episode earned year-to-year delivery gains among Kids 6-11 (+1047%, 218,000), Kids 2-11 (+1100%, 336,000), Women 18-49 (+140%, 36,000), Adults 18-49 (+102%, 95,000), Persons 2+ (+369%, 483,000) and Households (+286%, 363,000).

The second episode (1:30-2 p.m. ET) was second-best telecast in The Hub's history with Kids 6-11 and Households, ranking third best-ever with Kids 2-11.

The second episode earned year-to-year delivery gains among Kids 6-11 (+654%, 211,000), Kids 2-11 (+487%, 311,000), Women 18-49 (+80%, 36,000), Adults 18-49 (+46%, 104,000), Persons 2+ (+157%, 475,000) and Households (+130%, 341,000).

Driven by the outstanding performance of Saturday's "My Little Pony Friendship is Magic" Royal Wedding Event, The Hub earned its second-best Saturday (6 a.m. – 12 a.m.) in network history with Kids 6-11 (58,000), Kids 2-11 (98,000), Persons 2+ (184,000) and Households (129,000).

Week of April 16-22, 2012

Daypart Performance

- In Total Day, The Hub earned year-to-year delivery gains among Kids 2-11 (+13%, 36,000), Adults 18-49 (+4%, 29,000), Persons 2+ (+13%, 86,000) and Households (+25%, 64,000).
- In Prime time (Monday – Sunday, 8 p.m. – 11 p.m. ET), The Hub earned year-to-year delivery gains among Persons 2+ (+3%, 108,000) and Households (+20%, 79,000).

Other Weekly Programming Highlights (all times ET)

- A new episode of "The Aquabats! Super Show!" (Saturday, 11 a.m.) earned year-to-year delivery gains among Kids 6-11 (+6%, 111,000), Kids 2-11 (+11%, 180,000), Women 18-49 (+11%, 52,000), Adults 18-49 (+95%, 129,000), Persons 2+ (+27%, 321,000) and Households (+49%, 186,000).
- "The Aquabats! Super Show!" was the best-ever telecast in the series' history with Kids 6-11 (111,000), Kids 2-11 (180,000), Adults 18-49 (129,000), Persons 2+ (321,000) and Households (186,000).
- A new episode of "Transformers Prime" (Saturday, 8:30 p.m.) earned year-to-year delivery gains among Women 18-49 (+28%, 46,000), Adults 18-49 (+152%, 151,000), Persons 2+ (+30%, 243,000) and Households (+43%, 182,000).
- "Dan Vs." (Saturday, 8 p.m.) earned year-to-year delivery gains among Kids 6-11 (+27%, 76,000), Kids 2-11 (+89%, 119,000), Women 18-49 (+54%, 20,000), Adults 18-49 (+72%, 43,000), Persons 2+ (+82%, 171,000) and Households (+9%, 102,000).

- “R.L. Stine’s The Haunting Hour: The Series” (Saturday, 5 p.m.) earned year-to-year delivery gains among Kids 6-11 (+36%, 53,000), Kids 2-11 (+8%, 80,000), Persons 2+ (+15%, 153,000) and Households (+7%, 102,000).
- “R.L. Stine’s The Haunting Hour: The Series” (Saturday, 5:30 p.m.) earned year-to-year delivery gains among Kids 6-11 (+79%, 52,000), Kids 2-11 (+63%, 78,000) and Persons 2+ (+4%, 137,000).
- “Family Game Night” (Sunday, 7 p.m.) earned year-to-year delivery gains among Kids 6-11 (+50%, 42,000), Kids 2-11 (+59%, 51,000) and Persons 2+ (+24%, 93,000).

(Source: Nielsen; program based dayparts; most current; 4/16/12-4/22/12 vs 4/18/11-4/24/11; growth by delivery)

About The Hub

THE HUB is a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) and Hasbro, Inc., (NASDAQ: 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, as well as specials, game shows, and family-favorite movies. The network extends its content through a robust and engaging online presence at www.hubworld.com. The Hub rebranded from Discovery Kids on October 10, 2010, and is available in more than 64 million U.S. households. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

Visit The Hub on Facebook at <http://www.facebook.com/hubtvnetwork>

Note: For artwork, visit www.press.discovery.com

--The Hub--

For information:

Mark J. Kern, 818.531.3670, Mark_Kern@HubTV.com