



November 17, 2009

## **Discovery Communications - Hasbro Joint Venture Network Announces the Addition of Four Senior Executives**

(Los Angeles, Ca.) Discovery Communications-Hasbro Joint Venture President and CEO Margaret Loesch today announced the appointment of four senior executives to the children's television network, which is scheduled to launch in late 2010. Joining the yet-to-be named network are Amber Fredman-Tarshis as chief marketing officer, Dan Pimentel as chief financial officer, Brooke Goldstein as senior vice president of ad sales and Lorrie Copeland as senior vice president of consumer insights and research.

"The additions of Amber, Dan, Brooke and Lorrie to our team solidify the foundation of this new children's network," said Loesch. "Each of them is a leader in the industry and among the best and brightest in their fields. Their expertise and hard work will help build a world-class, family-friendly destination for children featuring compelling storytelling, strong characters and engaging brands."

Amber Fredman-Tarshis joins the Discovery Communications-Hasbro Joint Venture after serving as vice president of marketing for Victoria's Secret since 2006. As CMO, Fredman-Tarshis will work directly with Loesch and the Senior Joint Venture Team in developing all aspects of the network's brand identity including its name, logos and overall brand essence. Fredman-Tarshis also possesses a wealth of experience in the children's entertainment space from her time as vice president of global brand management for Warner Bros. Entertainment, Inc. While at Warner Bros., Fredman-Tarshis managed the "Harry Potter" brand worldwide, as well as Tim Burton's "Charlie and the Chocolate Factory" and "The Polar Express" starring Tom Hanks.

Dan Pimentel, CFO for the joint venture, will oversee management of its financial planning and analysis functions. Pimentel has extensive experience in both the children's entertainment and cable television arenas from his time at Walt Disney Company and most recently Discovery Communications. While at Walt Disney Company, Pimentel served as controller of the Disney Stores. Most recently, he was vice president of finance for Discovery's Commerce Division, where he led the initiative to reengineer Discovery's financial systems and reporting processes in preparation for Discovery Communications' transition to a fully public company.

As SVP of ad sales, Brooke Goldstein will lead the sales team for the joint venture. Goldstein will report to Loesch and receive functional support from Joe Abruzzese, Discovery Communications' president of ad sales, and Discovery's Senior Ad Sales Leadership Team. Prior to joining the joint venture, Goldstein was a managing partner at Mediacom Communications, where she also served as the director of client services. During her tenure at Mediacom, she worked extensively with a number of premier national clients, including Hasbro.

Lorrie Copeland comes to the Discovery Communications-Hasbro Joint Venture from Hasbro, where she served as senior vice president and head of consumer insights. In her new role, Copeland will provide the qualitative and quantitative context to support multiplatform, multimedia business efforts across the joint venture. As SVP of consumer insights and research, she will spearhead the network's customized studies, appearance at industry events and other initiatives designed to break new ground in the field of consumer understanding.

### **About Discovery Communications-Hasbro Joint Venture**

Announced in April 2009, the Hasbro, Inc., and Discovery Communications multiplatform joint venture will both entertain and educate, featuring content drawn from Hasbro's rich portfolio of entertainment and educational properties built over the past 90 years, including original programming for animation, game shows and live-action series and specials. New programming will be based on brands such as ROMPER ROOM, TRIVIAL PURSUIT, SCRABBLE, CRANIUM, MY LITTLE PONY, G.I. JOE, GAME OF LIFE, TONKA and TRANSFORMERS, among many others. The TV network and online presence also will include content from Discovery's extensive library of award-winning children's educational programming, such as BINDI THE JUNGLE GIRL, ENDURANCE, TUTENSTEIN, HI-5, FLIGHT 29 DOWN and PEEP AND THE BIG WIDE WORLD, as well as programming from third-party producers. The yet-to-be-named network is expected to launch in fall 2010, reaching approximately 60 million U.S. households on what is currently Discovery Kids channel.

#### 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.

#### About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's number one nonfiction media company, reaching more than 1.5 billion cumulative subscribers in over 170 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, TLC, Animal Planet, Science Channel, Planet Green, Investigation Discovery and HD Theater, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services including HowStuffWorks.com. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).