



February 22, 2013

## **Oscar® Winners George Clooney, Tom Hanks, Helen Hunt and More Kick Off The Hub TV Network's New Thursday Night Programming, "You Rule Thursdays," Featuring Programming Chosen by the Viewers**

### **Special Thursday Night Primetime Three-Hour Programming Block Kicks Off February 28 with Favorite Sitcom Episodes Featuring Oscar® Winning Guest Stars**

LOS ANGELES – [The Hub](http://www.hubworld.com) TV Network, the fastest growing children's network, announces "YOU RULE THURSDAYS," a weekly programming block giving viewers a chance to remotely control the shows they watch on the network during the Thursday primetime hours of 9 p.m. – midnight ET. On Thursday, February 28, 9 p.m. ET, following a special programming block featuring past Academy Awards® winners in popular Hub sitcoms, viewers will go to <http://hubworld.com/YouRule> to vote on the shows that will air the following Thursday.

Each week of "YOU RULE THURSDAYS" will be themed with a different common element that links Hub shows, including "**Mork and Mindy**," "**Happy Days**," "**The Facts of Life**," "**Family Ties**" and more. Selected themes for the first few weeks of the promotion are as follows.

- **February 28 – Favorite Sitcom Episodes Featuring Oscar® Winning Guest Stars**
- **March 7 – Round One. Favorite Classic TV Sitcom**
- **March 14 – Round Two. Favorite Classic TV Sitcom**
- **March 21 – Favorite Sitcom Character Crossover Episodes**
- **March 28 – Favorite Sitcom Episodes Featuring Celebrity Guest Star**

Fans can go to <http://hubworld.com/YouRule> to view select clips, preview artwork, and cast their votes. Viewers can vote as often as they like. The voting results in all categories will be revealed on-air during the "YOU RULE THURSDAYS" programming block from 9 p.m. – midnight ET.

#### **About The Hub TV Network**

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](http://www.hubworld.com). The Hub rebranded from Discovery Kids on October 10, 2010, and is available in nearly 72 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](http://www.press.discovery.com)

Information:

Nerissa Nadia

818-531-3671

Nerissa\_Nadia@HubTV.com