



November 14, 2012

The Hub TV Network President and CEO Margaret Loesch Inducted into Mass Communication and Journalism Hall of Fame at University of Southern Mississippi

LOS ANGELES – Award-winning television executive and producer Margaret Loesch, currently founding President and Chief Executive Officer of The Hub TV Network, has been inducted into the Mass Communication and Journalism Hall of Fame at the University of Southern Mississippi. She is among four inductees to be honored at a ceremony November 15 in Hattiesburg, Mississippi. Ms. Loesch, one of the most successful program executives in the history of children's and family television, earned a bachelor's degree in political science from the university.

The Hall of Fame was created in 2006 by the School of Mass Communication and Journalism to honor alumni and other Mississippians who have had distinguished careers in the media. The keynote address at the luncheon will be delivered by Southern Mississippi alumnus Tena Clark, Grammy-winning music producer and CEO of DMI Music and Media Solutions.

In her role at The Hub, which is a joint venture of Discovery Communications and Hasbro, Inc., Ms. Loesch oversees all business and creative areas of the network.

During her long and successful career, Ms. Loesch has also held senior roles with numerous leading companies as both a creative and business executive. She was the first President and CEO of Crown Media United States, responsible for the creation of its U.S. cable television network, Hallmark Channel; and President of Television, Worldwide, of the Jim Henson Group, where she served as executive producer of "Bear in the Big Blue House."

Ms. Loesch was the founding President and CEO, and ultimately Vice-Chairman, of Fox Kids Networks, Worldwide, which under her leadership expanded its dominant United States network into Latin America, Australia, and the United Kingdom. Additionally, she was President and CEO of Marvel Comics' film production arm, Marvel Productions, where she executive produced multiple hit series including Jim Henson's "Muppet Babies," "Transformers," "G.I. Joe," "Dungeons and Dragons," and "Spider-Man and His Amazing Friends."

Her career also includes roles at Hanna-Barbera Productions, where she oversaw the development and production of more than 500 hours of programming, including "Richie Rich," "The World's Greatest Superfriends" and "Smurfs," and work with ABC and NBC broadcasting networks. She also co-founded the family media company The Hatchery.

Among Ms. Loesch's numerous industry awards are four Emmy® Awards, a George Foster Peabody Award, an International Film Festival (IFFF) Film Excellence Award, a Vision Award, and the prestigious Chair Award from the Caucus for Television Producers, Writers, and Directors

Proceeds from the luncheon will fund academic scholarships for the school School of Mass Communication and Journalism.

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. The Hub rebranded from Discovery Kids on October 10, 2010, and is available in more than 70 million U.S. households. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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