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Hasbro Studios Names Animation Industry Veteran Kathy Page VP of Production

LOS ANGELES, Feb 03, 2010 (BUSINESS WIRE) -- Hasbro Studios has named animation industry veteran Kathy Page to serve as VP of production. She will oversee physical production of programming produced by Hasbro Studios. Much of the content produced by the Studio will be seen on The Hub, the new television network launching this fall created by the joint venture between Hasbro (NYSE: HAS) and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), as well as in international markets. Hasbro Studios President Stephen J. Davis made the announcement today.

Page joins Hasbro from Sony Pictures Television where, as VP of animation since 2007, she led the television animation production division, overseeing production on such series as *The Spectacular Spiderman*, and *Sit Down, Shut Up*.

Previously, Page spent more than a decade working in a variety of production roles for, among others, Warner Bros. Television Animation and Film Roman. She has served as a line producer on numerous shows, including *Scooby Doo*, *Batman: Mystery of the Batwoman* and *Tom and Jerry*.

"Kathy's extensive production and management experience, overseeing many top-rated series throughout her career, will be invaluable to us as re-imagine Hasbro's world class brands for television," Davis said. "Kathy has already been working closely with our Studio development team and outside creative stewards on a consulting basis, so she hits the ground running as we continue to ramp up production of best in class content for the kids and family market. We're delighted to now have Kathy as a permanent member of our senior team."

SOURCE: Hasbro, Inc.

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