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Hasbro Studios, Turner Broadcasting Seal Deal for 'Transformers Prime,' 'Chuck and Friends,' 'My Little Pony' and 'Pound Puppies'

Turner Kids' Services throughout the U.K., Spain, Scandinavian Countries And the Middle East to Carry the Popular Series starting in summer 2011

LOS ANGELES, Dec 13, 2010 (BUSINESS WIRE) -- Hasbro Studios, the Los Angeles-based production and distribution division of Hasbro, Inc. (NYSE:HAS), and Turner Broadcasting, EMEA, have agreed to a programming deal covering four key properties including *Transformers Prime*, *The Adventures of Chuck and Friends*, *Pound Puppies* and *My Little Pony*. Hasbro Studios President Stephen Davis and Turner Broadcasting's Chief Content Officer Michael Carrington made the announcement today.

The agreement, which runs throughout the U.K., Spain, Sweden, Norway, Denmark and the Middle East, will start in summer 2011. Turner Broadcasting will carry episodes of the four popular animated series on its Cartoon Network, Boomerang and Cartoonito kids' services. Additionally, they will appear on Turner's Cartoon Network Arabic in the Middle East and Boing in Spain.

Michael Carrington, Chief Content Officer, Turner Broadcasting said: "We're thrilled to partner with Hasbro on this exciting deal which brings a raft of new content to our network in a number of key markets. These shows are fantastic legacy brands which have been brought to life for new audiences and they are a welcome addition to our channel line-up."

"Turner's strong suite of channels will be an ideal home for our new animated series in Europe --all re-invented, re-imagined and re-ignited from our stable of well-known brands," Davis said. "The strong reception around the world for our branded shows underscores our team's success in developing content that resonates with audiences internationally. We are thrilled to be working with Turner to make our shows available to audiences throughout these key territories."

About Turner Broadcasting System Europe:

Turner Broadcasting delivers some of the world's most successful and well-known news and entertainment brands - CNN, Cartoon Network, CN Too, Boomerang, Cartoonito, TCM (Turner Classic Movies), and Adult Swim. The company now broadcasts 21 entertainment channels in 17 languages across approximately 100 countries in Europe, Africa and the Middle East. With a rich history of innovation, Turner Broadcasting is continuing to push the boundaries of media being at the forefront of development with its brands via the web, VOD, DVD, gaming, mobile, merchandising, publishing and emerging platforms.

About Hasbro Studios:

Hasbro Studios is the Los Angeles-based production division of [Hasbro, Inc.](http://www.hasbro.com) (NYSE: HAS). The studio develops and produces shows based on Hasbro's world class brands, including TRANSFORMERS, MY LITTLE PONY and GI JOE; delivers new branded content; and produces programs from top third-party content creators. Many of these shows will run on The Hub, a television network for children and their families that was re-branded from Discovery Kids on October 10, 2010, as well as on multiple channels in international markets. The Hub is a joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK).

SOURCE: Hasbro Studios

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