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The Hub Adds New Pop Culture Series "Hubworld" to Network's Original Programming Line Up

Actor-Magician Justin Willman to Host Weekly Live-Action Series

LOS ANGELES, Aug 26, 2010 (BUSINESS WIRE) -- Margaret Loesch, President & CEO of The Hub, a new network for kids and their families, announced today it will increase its ambitious rollout of original programming with the addition of "Hubworld," a new weekly, half-hour series hosted by Justin Willman, star of the cable television show "Cupcake Wars."

The Hub is a joint venture between Discovery Communications and Hasbro, Inc., and will be available to 60 million U.S. cable and satellite households upon launch on October 10 (10-10-10).

Produced by Hasbro Studios in association with Natural 9 Entertainment, "Hubworld" is a pop culture magazine show that infuses what's happening in the life of everyday kids with what's happening on The Hub television network. As the ultimate navigation tool, "Hubworld" enables kids to have fun watching highlights of their favorite Hub animated and live-action series, while keeping up with what's going on in the world of entertainment, music, sports and much more. In addition, weekly segments will highlight kids' service and volunteerism in both their local communities and the world beyond. Veteran producer Kathy Samuels, whose credits include "Rachael Ray," "Entertainment Tonight" and "Access Hollywood," among other popular television franchises, serves as Executive Producer of "Hubworld."

The host of "Hubworld" is the witty actor-comedian-magician Justin Willman, known for his appearances on "Rachael Ray," Disney's "Armando the Amazing" and "The Suite Life of Zack and Cody." Willman was also recently named "Entertainer of the Year 2010" for his "Justin Kredible Show" by Campus Activities Magazine for the fourth consecutive time.

The series "Hubworld" will join a strong lineup of Hub Original Series and U.S. Premieres previously announced by the channel. Hub Original Series announced to-date include: "Dan Vs.," "Family Game Night," "G.I. Joe Renegades," "My Little Pony Friendship is Magic," "Pictureka!," "Pound Puppies," "R.L. Stine's The Haunting Hour," "The Adventures of Chuck and Friends," "Clue" and "Transformers Prime."

About The Hub: The Hub, a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) and Hasbro, Inc. (NYSE: HAS), will entertain, enlighten, empower and educate children and their families. The cable and satellite television network will feature 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 will include animated and live-action series, specials and game shows, and the network will extend its content through a robust and engaging online presence. The Hub will launch October 10, 2010 (10-10-10) reaching approximately 60 million U.S. households on what is currently Discovery Kids channel. The online home of The Hub is www.hubworld.com. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

SOURCE: The Hub

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