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The Hub Television Network Unveils Robust 2011-12 Program Schedule, Building on Success as Destination for Kids and Their Families

"Scrabble Showdown," "Majors & Minors," "The Game of Life," "The Aquabats Super Show" and Warren Buffett Animated Specials Among New Action-Adventure, Returning Series Include "Transformers Prime," "Dan Vs.," "Family Game Night," "R.L. Stine's The Haunting Hour: The Series," "My Little Pony Friendship is Magic" Family Games, Music, Comedy Series to Join Lineup

NEW YORK--([BUSINESS WIRE](#))--A music competition for kids, family game shows based on iconic, beloved brands, and an animated Warren Buffett are among the nine new original programs that will join ten returning popular series with new episodes in the 2011-2012 program lineup on [The Hub](#) television network, a destination for kids and their families. Announcement of the network's continued ambitious strategy of original programming – which includes 425 half-hours of new production, on a single network in one television season -- was made by Margaret Loesch, President and CEO, [The Hub](#), in advance of the network's upfront meeting with advertisers in New York Thursday evening.

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The Hub, a joint venture of Discovery Communications and Hasbro, Inc., was re-branded on October 10, 2010, and is available to 60 million U.S. cable and satellite households.

"In the short period of time we've been a newly branded network, we've seen that our strategy of providing quality, engaging entertainment to kids and their families — in an environment where they can watch and enjoy programs together -- is exactly the right space for us," said Ms. Loesch. "We have a tremendous advantage with strong, proven brands, and we are working with some of the best creative minds to bring those brands to life across multiple platforms and also to create new properties that will become future brands. The programs that we are announcing today will add strength, dimension and excitement to a schedule that is already resonating with viewers and building an extremely loyal audience."

The Hub's lineup of new series and returning series with new episodes -- live-action and animated -- will join a schedule that will also feature a wide range of acquired series and popular family movies, all targeting children 6-11 and providing opportunities for children to watch programs together with their families.

New, original series on The Hub for 2011-2012: (in alphabetical order)

"The Aquabats Super Show" (Hub Original Series)

From the creators of "Yo Gabba Gabba" comes this quirky comedy adventure show featuring the popular rock band The Aquabats. A hybrid of concert footage, live-action skits and animation, the Aquabats battle evil with music and superhero powers unlike any seen before. The Aquabats are a touring band with five albums currently released. Produced by FremantleMedia Enterprises and The Magic Store.

"Blythe Loves The Littlest Pet Shop" (Hub Original Series, working title)

Inspired by the beloved "Littlest Pet Shop" brand, Blythe moves to the city and discovers that her new apartment is where her neighbors' pets come to play when their owners are away. In this animated series, Blythe befriends the pets and introduces them to a world of adventures just outside their door. Produced by Hasbro Studios.

"Clue" (Hub Original Miniseries)

Inspired by the iconic family game brand, this live-action series features six teens who are brought together when they believe they've witnessed a terrible crime. As a team, they discover conspiracy theories and cover-ups dating back centuries! They must work together to solve one mystery, only to realize that they may have opened a Pandora's Box. Produced by Hasbro

Studios.

“The Game of Life” (Hub Original Series)

The live-action family game show “The Game of Life” will be presented in an entirely new way as each family team gets a chance at the iconic spinner and hops in the car for a one-of-a-kind journey through a larger-than-life virtual world. Hosted by comedian Frank Nicotero (co-host of “The Sharon Osbourne Show,” “Street Smarts,” and Yahoo! TV’s “Primetime in No Time”). Produced by Hasbro Studios.

“Kaijudo: Rise of the Duel Masters” (Hub Original Series, working title)

In this animated series inspired by the wildly popular trading card game, “Duel Masters,” a 14-year-old boy discovers a secret world in which mind-blowing creatures rule! These creatures harness special powers that if unleashed, could destroy the world as we know it. It is up to the boy to master his abilities in the ancient art of Kaijudo to protect their world and his own. Produced by Hasbro Studios.

“Majors & Minors” (Hub Original Series, working title)

This groundbreaking reality series follows 16 talented young performers as they are mentored by the biggest and most established artists in the music industry. While no one is ever voted off, one lucky “star-in-the-making” will claim the final prize of a recording deal with the RCA/Jive label group and an opportunity to be featured in a cross-country concert tour. Among the musical artists already scheduled to participate are Leona Lewis, Jordin Sparks, Sean Kingston and Ryan Tedder (of One Republic). From Evan Bogart, the songwriting hit-maker for music stars Rihanna and Beyonce, and top TV producers Tim Bogart and Gary A. Randall, the series is produced by The Boardwalk Entertainment Group in partnership with Sony Music's RCA/Jive Label Group and BMI.

“Rescue Bots” (Hub Original Series, working title)

Inspired by the iconic “Transformers” brand, a group of Autobots, too young to protect humanity alongside Optimus Prime and his team, are partnered with a close-knit human family of first responders. Together, they learn teamwork and heroism alongside their new human friends in this animated series produced by Hasbro Studios.

“Scrabble Showdown” (Hub Original Series)

The world’s most popular word game comes to life in this new game show in which families use teamwork to solve a variety of word games and puzzles that test their speed, spelling and vocabulary for points and prizes. The live-action series is hosted by Justin Willman (“Hubworld,” Food Network’s “Cupcake Wars”). Produced by Hasbro Studios.

“Secret Millionaire’s Club” (Hub Original Series of Specials)

The Hub will air four half-hour specials of Warren Buffett’s “Secret Millionaire’s Club,” a new animated series created by one of the most successful investors in the world. Warren Buffett is a secret advisor to a group of kids who learn about business and how the world around them works. Through a series of adventures, kids learn basic business principles, and discover that the most valuable investment they can make is an investment in themselves. Created in partnership with and voiced by Mr. Buffett himself. Produced by A Squared Entertainment and Andy Heyward, former CEO of DIC Entertainment.

New acquisition

“Are You Smarter Than a 5th Grader?”

From Mark Burnett, “Are You Smarter Than A 5th Grader?” is an atypical game show that measures adults’ lack of knowledge – as revealed by how much they’ve forgotten since grammar school. Jeff Foxworthy hosts the half hour as grownups find themselves in a classroom setting, revisiting their youth, as they tackle subjects they were taught years ago ranging from art to geography and math to social studies. The live-action series premiered on FOX in 2007 followed by all-new episodes in syndication. 309 half-hour episodes have been acquired by The Hub. Distributed by Twentieth Television.

Returning series with new episodes on The Hub for 2011-2012: (in alphabetical order)

“The Adventures of Chuck & Friends” (Produced by Hasbro Studios)

“Animal Mechanicals” (Produced by Halifax Film, a DHX Media Ltd. Company)

“Dan Vs.” (Produced by Film Roman in association with The Hatchery, LLC)

“Family Game Night” (Produced by Hasbro Studios)

“My Little Pony Friendship is Magic” (Produced by Hasbro Studios)

“Pound Puppies” (Produced by Hasbro Studios)

“R.L. Stine’s The Haunting Hour: The Series” (Produced by The Hatchery, LLC, in association with Front Street Pictures)

“Strawberry Shortcake’s Berry Bitty Adventures” (Produced by American Greetings Properties)

“Transformers Prime” (Produced by Hasbro Studios)

“The WotWots” (Produced by Pukeko Pictures LLP)

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, specials and game shows, and the network extends its content through a robust and engaging online presence, <http://cts.businesswire.com/ct/CT?id=smartlink&url=http://www.hubworld.com&esheet=6658573&lan=en-US&anchor=www.hubworld.com&index=3&md5=792fe9a924b21d01b65c1cb26dcad6d1>. The Hub rebranded from Discovery Kids on October 10, 2010, and reaches approximately 60 million U.S. households. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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