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The Hub to Present Exclusive World Premiere of the Hasbro Studios-Produced 'Taylor Swift's Journey to Fearless'

Series of Specials Showcases Making of Superstar's Sold Out Tour with Footage Never Seen Before on Television

LOS ANGELES, Oct 12, 2010 (BUSINESS WIRE) -- The Hub, the new kids and families network, will televise the world premiere of *Taylor Swift's Journey to Fearless* from Swift's chart-busting album of the same name. Produced by Hasbro Studios, the three-part series of specials showcases the making of the superstar singer/songwriter's tour with footage never seen before on television.

The series of one-hour specials will be presented October 22, 23 and 24 (7 p.m.- 8 p.m. EST). The announcement was made today by Margaret Loesch, President & CEO of The Hub, and Stephen Davis, President of Hasbro Studios.

The Hub, a joint venture between Discovery Communications and Hasbro, Inc., is available to 60 million U.S. cable and satellite households following its October 10 (10-10-10) launch. Hasbro Studios is a Los Angeles-based production and distribution division of Hasbro, Inc. (NYSE: HAS).

Swift, a four-time Grammy Award winner and the top-selling digital artist in music history, has had singles top both the country and pop radio charts, as well as the #1 best-selling album in any genre of music in 2009. This year, at the age of 20, she became the youngest artist in history to win the music industry's highest honor, the Grammy Award for Album of the Year. Also at the 2010 Grammys, she took home the awards for Country Album of the Year, Best Country Song and Best Country Female Vocal Performance. Her 6x-Platinum *FEARLESS* album is the most awarded album in country music history. She will release her third studio album, *SPEAK NOW*, on Oct. 25.

"The *FEARLESS* Tour was an amazing journey, from the fun we had behind-the-scenes to the shows themselves," says Taylor. "This series of specials on The Hub is a great way to share everything about the tour with the fans."

"These specials are the kind of unique television programming that underscores our commitment to work with top talent to present a spectrum of high quality all-family entertainment," Loesch said. "Taylor has had extraordinary success in her music career, and we are proud to bring Hub viewers exclusive footage of her latest remarkable achievements."

Davis commented, "This is a great example of the kind of compelling and diverse programming Hasbro Studios will continue to produce. Taylor Swift's music has made her a household name, and the studio is delighted to take the *FEARLESS* tour to a wide television audience."

The specials will include extensive backstage footage of Swift's tour and insightful narrative as she recounts her journey to *FEARLESS*.

The individual specials will include:

(October 22, 7 p.m. ET)

In an impactful opening hour, Swift provides the narrative, home movies and personal photos that chronicle her path from childhood dreams to superstar, culminating with the release of her phenomenally successful *FEARLESS* album. Swift recounts how her dedication to music and a move to Nashville brought her true happiness.

(October 23, 7 p.m. ET)

As Swift's star rises and transcends musical genres, making her a genuine crossover artist, viewers will watch as she starts laying out the plans for the FEARLESS Tour with a very behind-the-scenes look. Other highlights include intimate fan moments and a tribute to her mom.

(October 24, 7 p.m. ET)

In her life and now on stage, Swift personifies FEARLESS. The final hour of the three-part series of specials highlights the sold out tour's success. Viewers get Swift's video diaries as she takes the tour all over the world and to its grand finale at Boston's Gillette Stadium.

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 launched October 10, 2010, reaching approximately 60 million U.S. households on what was 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.

About Hasbro Studios: Hasbro Studios is the Los Angeles-based production division of Hasbro, Inc. (NYSE: HAS). The "virtual" 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, the new television network starting 10.10.10 that was created by the joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), as well as on multiple channels in international markets.

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