



September 28, 2010

The Hub to Launch 10-10-10 with "Sneak Peek Sunday," Giving Viewers a First Look at the Network's Lineup for Kids and Their Families

Special Programming Lineup Will Offer Sampling of Original Series and U.S. Premieres

LOS ANGELES, Sep 28, 2010 (BUSINESS WIRE) -- On 10-10-10, U.S. audiences will get a first look at what The Hub, an all-new television network for kids and their families, has to offer. Debuting at 10 AM (ET), a special "Sneak Peek Sunday" will give viewers a preview of some of the new and entertaining programs they will see over the coming months. 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.

During the network's first broadcast day, The Hub will give viewers a first look at the Hub Original Series "Family Game Night," "My Little Pony Friendship is Magic," and "Pound Puppies," as well as The Hub U.S. Premieres "Dennis and Gnasher," "The Twisted Whiskers Show," "Cosmic Quantum Ray," and "Deltora Quest." The schedule will be rounded out by a diverse slate of acquired animated and live-action programming.

"We're excited to give viewers a taste of what The Hub has to offer," said Margaret Loesch, President and CEO of The Hub. "With this lineup we hope to inspire, entertain, and engage kids, while also bringing families together. Sneak Peek Sunday offers a unique way to share a sampling of The Hub with our new viewers."

On October 4, viewers can log onto Hubworld.com (<http://hubworld.com>) to view The Hub's regular programming schedule which debuts Monday, October 11. During the network's launch rollout over the coming months, an ambitious slate of original series will debut on the network, including "Transformers Prime," "Dan Vs.," "G.I. Joe Renegades," "R.L. Stine's The Haunting Hour: The Series," "The Adventures of Chuck and Friends," and "Hubworld," among others.

The "Sneak Peek Sunday" schedule includes (all times Eastern):

10:00 AM: "The Twisted Whiskers Show"
10:30 AM: "Dennis And Gnasher"
11:00 AM: "Cosmic Quantum Ray"
11:30 AM: "Atomic Betty"
12:00 PM: Hub Family Movie: *Garfield*
2:00 PM: "Pound Puppies"
2:30 PM: "My Little Pony Friendship is Magic"
3:00 PM: "Strawberry Shortcake Berry Bitty Adventures"
3:30 PM: "Fraggle Rock"
4:00 PM: "Cosmic Quantum Ray"
4:30 PM: "Deltora Quest"
5:00 PM: "Men In Black"
5:30 PM: "Batman Beyond"
6:00 PM: "Meerkat Manor"
6:30 PM: "The Twisted Whiskers Show"
7:00 PM: "Family Game Night"
8:00 PM: Hub Family Movie: *Garfield*

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 <http://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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