

# THE HUB FAST FACTS

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Announced in April 2009, The Hub, a multi-platform joint venture between Discovery Communications and Hasbro, Inc., will entertain, enlighten, empower and educate children and their families. The cable 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 on October 10, 2010 (10-10-10) reaching approximately 60 million U.S. households on what is currently the Discovery Kids channel. The online home of the The Hub is [www.hubworld.com](http://www.hubworld.com).



## ORIGINAL SERIES:



### **"Dan Vs."** (Hub Original Series)

Meet Dan, a loveable misanthrope who, along with his reluctant sidekick Chris, haphazardly seeks revenge against the frustrations of modern life that - whether in reality or in his imagination - conspire against him. Produced by Film Roman LLC (a Starz Media Company) in association with The Hatchery, LLC. *Cast includes: Curtis Armstrong ("Revenge of the Nerds"), Dave Foley ("The Kids in the Hall"), Paget Brewster ("Criminal Minds"), Meredith Baxter ("Family Ties") and Michael Gross ("Family Ties").*



### **"Family Game Night"** (Hub Original Series)

A live-action, original game show in which kids and adults play for points and prizes as teams. Within each hour-long episode, families play a variety of classic and enduring Hasbro games including CRANIUM, BOP-IT! and CONNECT4, challenging both contestants and viewers with strategy, creativity and pure luck. Produced by Hasbro Studios.  
*Host: Todd Newton ("Hollywood Showdown" and "Whammy").*



### **"G.I. JOE Renegades"** (Hub Original Series)

This action-packed animated series goes back to basics with the origins of G.I. JOE, the world's most elite fighting force, and their evil nemesis, the Cobra organization. Witness the emergence of the heroic G.I. JOE team as a cadre of highly-trained specialists who are forced to band together to prevent the nefarious forces of Cobra from achieving global domination. Produced by Hasbro Studios. *Cast includes: Charlie Adler ("Transformers: Revenge of the Fallen"), Lee Majors ("Six Million Dollar Man"), Clancy Brown ("Shawshank Redemption"), Jason Marsden ("Batman: The Brave and the Bold"), Johnny Messner ("Tears of the Sun") and Kevin Michael Richardson ("The Batman").*



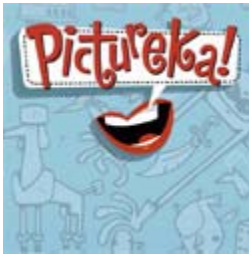
**"Hubworld"** (Hub Original Series)

Hosted by actor-comedian-magician Justin Willman, "Hubworld" is a pop culture magazine series 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. Produced by Hasbro Studios in association with Natural 9 Entertainment.



**"MY LITTLE PONY Friendship is Magic"** (Hub Original Series)

Twilight Sparkle, a unicorn pony with a talent for magic spells, discovers the most important magic of all – friendship. Each episode follows Twilight Sparkle and her friends Applejack, Rarity, Fluttershy, Rainbow Dash and Pinkie Pie as they embark on wondrous adventures in the magical world of Equestria, guided by the nurturing advice of the magnificent Princess Celestia, as they learn what it means to be true friends. Produced by Hasbro Studios. *Cast includes: Tara Strong ("Powerpuff Girls" and "King of the Hill").*



**"Pictureka!"** (Hub Original Series)

The popular family board game goes live when The Hub brings this interactive offering to the network. "Pictureka!" will feature a playfully staged setting, where both contestants and their families take on the challenge of finding specific objects disguised within a host of elaborately drawn facades. Time is of the essence, and it takes a sharp eye and masterful collaboration to tackle the challenges and win points and prizes. Produced by Hasbro Studios in conjunction with Ellman Entertainment. *Host: Cory Almeida (DJ for "American Idol," "So You Think You Can Dance," and "America's Got Talent").*



**"POUND PUPPIES"** (Hub Original Series)

In this series, the mission of a team of fearless dogs is to find homes for puppies in need. Their motto is "A pup for every person and a person for every pup." The Pound Puppies appear to be "average dogs" keeping the humans who are running Shelter 17 in the dark while helping "dog-kind" find loving families. Once you're a Pound Puppy, you're always a Pound Puppy. Produced by Hasbro Studios. *Cast includes: Betty White, Eric McCormack ("Will & Grace"), Michael Rapaport ("Prison Break"), John DiMaggio ("Futurama"), Alanna Ubach ("Hung"), Rene Auberjonois ("Boston Legal") and Yvette Nicole Brown ("Community").*



**"R.L. Stine's The Haunting Hour: The Series"** (Hub Original Series)

This half-hour live-action children's anthology series is based on and inspired by the master of kid horror - R.L. Stine! Anthological storytelling returns at last to television in this series that embraces the thrill of the chill, the nervous page-turning giggle and the scream that only comes when someone - or something - touches your shoulder on a dark and stormy night. Produced by Haunting Hour Productions Ltd. *Cast includes: Bailee Madison ("Bridges to Terebithia").*



**"The Adventures of Chuck and Friends"** (Hub Original Series)

TONKA's Chuck the Truck and his incredible cast of friends will call The Hub home this fall in this delightfully fast-paced, song-filled, high-energy series for preschoolers. Every visitor to the truck stop where Chuck lives fuels his exciting fantasies, and he enlists his pals Digger, Boomer, Rowdy, Soku, Biggs and Handy to turn those fantasies into reality. Produced by Hasbro Studios. *Cast includes: Lauren Holly ("NCIS").*



**"TRANSFORMERS Prime"** (Hub Original Series)

The TRANSFORMERS franchise sees the triumphant return of the AUTOBOTS characters to television in cutting edge computer-generated animation. The series both deepens the epic mythology of AUTOBOTS and DECEPTICONS, while starting fresh for a new generation of viewers and future TRANSFORMERS fans. With a bold and modern new look, OPTIMUS PRIME, BUMBLEBEE and others are back to roll out against MEGATRON'S latest plots to conquer Earth. The AUTOBOTS may be few against the DECEPTICONS menace, but they find increased strength here on their home away from home via bonds they've forged with three human teenagers. Make no mistake, the TRANSFORMERS series will deliver heavy metal action and nail-biting suspense -- but also promises to take human drama to levels as of yet unseen in the franchise. *Cast includes: Peter Cullen ("Transformers" Trilogy – Optimus Prime), Frank Welker ("Transformers" Trilogy - Megatron), Gina Torres ("MadTV"), James Remer ("Dexter"), Josh Keaton ("Justice League: Circle of Two Earths"), Kevin Michael Richardson ("The Batman"), Markie Post ("The Fall Guy").*

## THE HUB U.S. PREMIERE SERIES:



**"Animal Mechanicals"** (U.S. Premiere)

An action/adventure series for preschoolers that combines the excitement of monster truck rallies with the fantastic world of mythical, transforming animals on cool quests. Produced by Halifax Film (a DHX Media Ltd. Company).



**"Deltora Quest"** (U.S. Premiere)

This 52-episode anime series tells the saga of The Shadow Lord, an evil sorcerer who has taken over the kingdom of Deltora by destroying a magical object known as The Belt of Deltora. Throughout the course of the series, young warrior Lief, his mentor Barda and young Jasmine travel around the land of Deltora to return the seven gems to the belt and save the kingdom. Based on the successful children's book series written by Emily Rodda. Produced by Dentsu Inc.



**"Dennis and Gnasher"** (U.S. Premiere)

This irreverent animated series from the U.K. comes to U.S. shores as The Hub introduces the mischievous Dennis and his sidekick dog Gnasher to a new generation of young viewers. Unexpected and always making up his own rules, Dennis and his pals make the most of their days in the village of Beanotown in this series which embraces the irrepressible energy and enthusiasm of childhood. Produced for Beano Productions by Red Kite Entertainment and Sticky Pictures Production.

**"Family Movie Night"** (Hub Premiere)

Special presentations of popular and entertaining feature films with broad family appeal, intended to provide a destination for children and their families to watch and enjoy television together. Titles to be announced.



**"Fraggle Rock"** (Hub Premiere)

Travel through a hole in the baseboard of Doc's workshop to a world of underground caverns, grottos, lakes and streams and flora and fauna that is "Fraggle Rock," the wildly popular series from The Jim Henson Company. Home to enormous Gorgs, industrious Doozers and of course the Fraggles, the 18 inch colorful furry creatures who want nothing more than to dance their cares away, "Fraggle Rock" shows these inhabitants all learning how to get along in this beloved series that teaches themes of peace and friendship. Produced by The Jim Henson Company, Inc.



**"In the Night Garden"** (Hub Premiere)

Igglepiggle, Upsy Daisy and Makka Pakka prepare for the adventure of a lifetime when they arrive in the U.S. following their hugely successful UK run on the BBC. A live-action, modern interpretation of the classic nursery rhyme picture book, "In the Night Garden" has been translated into 19 languages and is popular with young audiences worldwide. Produced by Ragdoll Productions for Ragdoll Worldwide Ltd., a BBC Worldwide/Ragdoll joint venture.



**"Maryoku Yummy"** (U.S. Premiere)

In the fantastical land of Nozomu, Maryoku and her Yummy friends nurture children's playful wishes until they come true in this series for pre-schoolers. Produced by American Greetings Properties and DQ Entertainment in association with Telegael Media.



**"Meerkat Manor"** (Hub Premiere)

With film documentary footage and narration, the Emmy Award nominated "Meerkat Manor" tells the story of the Whiskers, one of more than a dozen families of meerkats in the Kalahari Desert being studied as part of the Kalahari Meerkat Project, a long-term field study into the ecological causes and evolutionary consequences of the cooperative nature of meerkats. Produced by Oxford Scientific Films.



**"Strawberry Shortcake's Berry Bitty Adventures"** (U.S. Premiere)

Strawberry Shortcake has been an inspiration to little girls for the past 30 years. Now, 26 all new adventures in CGI animation will let girls join Strawberry and her friends in Berry Bitty City where there is no challenge too big for this high-spirited resourceful bunch. Produced by American Greetings Properties.



**"The WotWots"** (U.S. Premiere)

This pre-school series presents the delightful adventures of two soft, puppet-like aliens - a brother and sister - who come to explore planet Earth in their steam powered spaceship and land in a local zoo. Amazed by what they see, they scoot around in hover-chairs on a mission to discover all the exotic creatures that live there. From the creative minds at Richard Taylor's Academy Award-winning Weta Workshop, "The WotWots" is produced by Pukeko Pictures.



**"The Twisted Whiskers Show"** (U.S. Premiere)

These stretched, squashed, pop-eyed pets are soon to be launched on an unsuspecting American public with brand new CGI entertainment! With hilarious characters that can warp even the most mundane of circumstances into something absurd, "The Twisted Whiskers Show" is ready to give your world a massive case of the twists! Produced by American Greetings Properties, co-produced with DQ Entertainment Ltd. and Moonscoop.

The Hub will also air iconic popular television shows that appeal to kids and their families. "Doogie Howser, M.D.," "The Wonder Years," "Transformers Generation 1," "G.I. Joe A Real American Hero" are among the titles the network has acquired.

**EXECUTIVES:**

Margaret Loesch  
President and Chief Executive Officer

Donna Ebbs  
Senior Vice President, Programming

Mark J. Kern  
Senior Vice President, Communications

**PARENT COMPANIES:** Discovery Communications and Hasbro, Inc.  
**LAUNCH DATE:** October 10, 2010 (10-10-10)  
**SUBSCRIBERS:** 60 Million Homes at launch  
**ON-LINE:** [www.hubworld.com](http://www.hubworld.com)