



December 5, 2012

Awards Season Launches with the Hub TV Network's 'Naughty or Nice Awards' Allowing Fans to Determine Winners

Viewers' Choices for "Naughty" and "Nice" Categories Featured in Special Two-Hour Programming Event December 22

LOS ANGELES – [The Hub](#) TV Network, one of the fastest growing basic cable networks, will kick-off online voting Saturday, December 8 for the first-ever "Naughty or Nice Awards." Viewers can cast their ballot in eight categories for their favorite "naughty" and "nice" moments and/or characters from The Hub's 2012 programming lineup. The voting results in all categories will be revealed during a two-hour marathon Saturday, December 22, from 12 p.m. – 2 p.m. ET, as the characters crowned the "Naughtiest" and the "Nicest" will be featured in two half-hour episodes each. Last year's "Naughty or Nice" winners PINKIE PIE and DISCORD, both from the Hasbro Studios-produced animated series "My Little Pony Friendship is Magic," will host the on-air event.

On Saturday, December 8, fans can go to <http://www.hubworld.com/NaughtyOrNice> to view select clips and cast their ballots for each naughty and nice category. After voting, a free holiday card can be downloaded featuring popular Hub characters that can be printed and sent to friends and family. Voting closes on Sunday, December 16, after which a winner from the following categories will be announced:

NAUGHTY CATEGORIES:

The Hub's Naughtiest of All:

- **Alakshmi** ("Kaijudo: Rise of the Duel Masters")
- **The Biskit Twins** ("Littlest Pet Shop")
- **Dan** ("Dan Vs.")

Most Villainous Laugh:

- **Dr. Mangle** ("R.L. Stine's The Haunting Hour: The Series" episode entitled "Creature Feature – Part 2")
- **Megatron** ("Transformers Prime")
- **Razorkinder Puppet** ("Kaijudo: Rise of the Duel Masters")

Nastiest Hissy Fit:

- **Fluttershy** ("My Little Pony Friendship is Magic" episode entitled "Putting Your Hoof Down")
- **Penny Ling** ("Littlest Pet Shop" episode entitled "Mean Isn't Your Color")
- **Starscream** ("Transformers Prime" episode entitled "Orion Pax – Part 2")

Naughtiest Use of a Villainous Power:

- **Dr. Morocco** ("Transformers Rescue Bots" episode entitled "It's a Boy Time")
- **Megaria** ("Kaijudo: Rise of the Duel Masters" episode entitled "Heart of Darkness – Part 1")
- **Queen Chrysalis** ("My Little Pony Friendship is Magic" episode entitled "A Canterlot Wedding – Part 2")

NICE CATEGORIES:

The Hub's Nicest of All:

- **Blades** ("Transformers Rescue Bots")
- **Blythe Baxter** ("Littlest Pet Shop")
- **Jimmy The Robot** ("The Aquabats! Super Show!")

Best Hub Jam:

- **"BFF's"** ("Littlest Pet Shop")
- **"Burger Rain"** ("The Aquabats! Super Show!")
- **"Flim Flam Cider Song"** ("My Little Pony Friendship is Magic")

Awesomest Good Deed:

- **Chris** ("Dan Vs." episode entitled "Dan Vs. Chris")
- **Grumpy Bear and The Care Bears** ("Care Bears" episode entitled "Sad About You")
- **Optimus Prime and The Autobots** ("Transformers Prime" episode entitled "Darkest Hour")

Nicest Use of a Heroic Power:

- **Grampire** ("R.L. Stine's The Haunting Hour: The Series" episode entitled "Grampires – Part 2")
- **MC Bat Commander and The Aquabats!** ("The Aquabats! Super Show!" episode entitled "Showtime")
- **Strudel** ("Pound Puppies" episode entitled "Good Dog, McLeish")

About The Hub TV Network

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, as well as specials, game shows, and family-favorite movies. The network extends its content through a robust and engaging online presence at www.hubworld.com. The Hub rebranded from Discovery Kids on October 10, 2010, and reaches more than 70 million U.S. households. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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Note: For artwork, visit www.press.discovery.com

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