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The Hub Announces Executive Additions in Communications and Digital

Mark J. Kern, John P. Roberts Join Senior Staff of Discovery-Hasbro Joint Venture Network

(Los Angeles, Ca.) -- Margaret Loesch, President and CEO for The Hub, today announced key executive appointments for the children's television network which is scheduled to launch October 10, 2010. Mark J. Kern joins The Hub as Senior Vice President, Communications and John P. Roberts as Senior Vice President, Digital Content & Cross-platform Entertainment. Both executives will report directly to Loesch and their positions represent the completion of the senior staff for the Discovery-Hasbro joint venture.

"Mark and John are strong additions who each bring solid and valuable experience to The Hub management team," said Loesch. "With the benefit of their expertise in these key areas of our business we now have a first-class team of executives capable of fulfilling our goal of creating a high quality, exciting and engaging family-friendly destination for children and their families."

Mark J. Kern, Senior Vice President, Corporate Communications, is responsible for directing the full scope of The Hub's external and internal communications and public relations strategies, media master plans and programs, utilizing consumer, trade, business, financial and online media outlets. Additionally, Kern will provide communication counsel to senior leadership on a broad range of business issues and serve as the primary spokesperson for the network in the media as well as at public affairs activities and on public relations issues. He will also serve as liaison between the communications operations of Discovery Communications and Hasbro, Inc. Kern comes to the joint venture after serving as Senior Vice President, Corporate Communications & Media Relations, for Crown Media/Hallmark Channel. Kern's more than 20 years of guiding communications and public relations strategies for television and production companies and their businesses includes experience with Fox Broadcasting, NBC, Ovation TV, Lorne Michael's Broadway Video, and ReelzChannel. He began his career in public relations roles at network television broadcasting stations.

John P. Roberts, Senior Vice President, Digital Content & Cross-Platform Entertainment, will oversee the development and execution of The Hub's overall digital strategy, online content and other digital and social media platform strategies. He is responsible for ensuring that all digital content reflects the network's objectives, creative vision and brand. Roberts comes from Lucasfilm, LTD, where he was head of digital media and responsible for developing the strategy for Lucasfilm's digital media initiatives and coordinating synergistic collaboration across business units including Lucasfilm, Lucas Arts, ILM and Sky Sound. Roberts' extensive media industry knowledge stems from his work with numerous companies including Game Show Network, Universal Studios and News Corporation, where he was recruited to establish Fox's first ever internet presence encompassing Fox Entertainment, Fox Sports and Fox Kids Network. He is also a four-time Emmy Award® nominee in interactive television and a recipient of the ITV Leadership Award from ITVT.

About The Hub: Announced in April 2009, The Hub, a multiplatform 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 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 www.hubworld.com.