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The Hub Television Network Unveils 2012-'13 Program Slate With Four New Original Series Joining Eight Returning Original Series

Scott Wolf, Freddy Rodriguez, John DiMaggio and Phil LaMarr Featured In New Animated Series "Kaijudo: Rise of the Duel Masters" Premiering This Summer Other New Original Series Include Animated "Care Bears: Welcome to Care-a-Lot" and "Littlest Pet Shop," as well as Live-Action Series "Spooksville" Based on Popular Kids Book Series from Christopher Pike

LOS ANGELES, March 1, 2012 /PRNewswire/ -- Programs based on iconic names and strong, beloved properties are among the four new original series that will join eight returning popular original series on [The Hub](#) TV Network's 2012-2013 programming lineup. The announcement was made today by Margaret Loesch, President and CEO of [The Hub](#), a TV network for kids and their families. The new series continue the network's strategy of building a schedule with programs based on well-known brands. The Hub launched October 10, 2010, replacing the former Discovery Kids Network.

Among the new original series coming to The Hub are the animated series "Care Bears: Welcome to Care-a-Lot," "Littlest Pet Shop," "Kaijudo: Rise of the Duel Masters" and the new live-action series "Spooksville" based on the popular tween book series from Christopher Pike.

In addition, The Hub announced the acquisition of the popular live-action series "The Facts of Life," "Mork & Mindy" and "Sabrina The Teenage Witch."

The program announcements were made in advance of The Hub's advertising upfront events in New York (March 1), Chicago (March 8) and Los Angeles (March 15).

"With the momentum of our successful first year, we're building a slate of programs for the 2012-'13 season that continues our strategy of presenting series based on well-known names and beloved properties in the kids and family entertainment space," said Ms. Loesch. "One of our advantages has always been the built-in strength and recognition of our programming. The success of that is evident in our large number of returning original series and in the exciting new original series. We're confident that this lineup will further define us as the entertainment destination for kids and their families."

The first of the new series to appear on The Hub will be "Kaijudo: Rise of the Duel Masters" an all-new, action-packed animated series from Hasbro Studios premiering this summer. The series features the voices of popular actors Scott Wolf ("Party of Five"), Freddy Rodriguez ("Ugly Betty"), John DiMaggio ("Futurama" and "Pound Puppies") and Phil LaMarr ("Mad TV"). "Kaijudo: Rise of the Duel Masters" is an animated action-fantasy series that follows the adventures of a young hero, Ray, who possesses the rare ability to befriend and duel alongside fantastical creatures from a parallel dimension. The series is based on a re-imagining of the wildly successful Duel Masters property in Japan by Wizards of the Coast (Magic: The Gathering and Dungeons & Dragons) and Hasbro, Inc.

The programs expected to debut on The Hub in 2012-2013 are as follows:

New, Hub Original Series (in alphabetical order):

"Care Bears: Welcome to Care-a-Lot" (Hub Original Series)

Take one step into Care-a-Lot and prepare for wishes to come true and unbelievable adventures to ensue! Coinciding with the property's 30th anniversary, a new CGI-animated series "Care Bears: Welcome to Care-a-Lot" is set to debut this summer to reconnect with kids and families. Care-a-Lot is the high-above-the-earth home of the Care Bears — the coolest, most caring-est, magical friends around! It's a whimsical world where the Care Bears help children navigate their feelings through music, love, belly-badge powers and great big Care Bear hugs. Produced by American Greetings Properties, "Care Bears: Welcome to Care-a-Lot" will premiere on The Hub in summer 2012.

"Kaijudo: Rise of the Duel Masters" (Hub Original Series)

This animated action-fantasy series follows the adventures of a young hero, Ray, who possesses the rare ability to befriend and duel alongside fantastical creatures from a parallel dimension. Evil forces would have these creatures tamed and enslaved, so Ray and his two best friends must join the ranks of the mysterious Duel Masters to ensure the survival of both races before it's too late. Produced by Hasbro Studios, the half-hour series premieres all 26 episodes starting this summer on The Hub.

"Littlest Pet Shop" (Hub Original Series)

"Littlest Pet Shop" is an animated half-hour comedy series that centers on the life of fun-loving Blythe and the adventures of the pets that she cares for at the Littlest Pet Shop. Hasbro Studios will produce 26 all-new half-hour episodes of the series, which is expected to premiere in the fourth quarter of 2012.

"Spooksville" (Hub Original Series)

Based on the acclaimed book series by author Christopher Pike, the new kid in town discovers that he holds the key to a battle between good and evil that has been taking place for centuries in a bizarre small town that plays host to a wide array of supernatural and unexplained occurrences; only to learn that his family is right in the center of the mystery. From Producer Jane Startz, the half-hour series is expected to premiere in the fourth quarter of 2012.

New Acquisitions

"The Facts of Life"

A group of girls attending a boarding school experience the joys and the trials of adolescence under the guiding hand of housemother, Edna Garrett (Charlotte Rae). Distributed by Sony Pictures Television, the half-hour series is expected to premiere in the second quarter of 2012.

"Mork & Mindy"

Mork (Robin Williams) is a wacky alien who comes to Earth to study its residents, and the life of the human woman with whom he boards is never the same. Distributed by CBS Television Distribution, the half-hour series is expected to premiere in the second quarter of 2012.

"Sabrina The Teenage Witch"

Sabrina Sellman (Melissa Joan Hart) is a teenager with magical powers living with her two aunts Hilda (Caroline Rhea) and Zelda (Beth Broderick) and their magical talking cat, Salem. After discovering at age 16 that she's a witch, Sabrina is counseled by her aunts and even the cat in growing up magical. Distributed by CBS Television Distribution, the half-hour series is expected to premiere in the second quarter of 2012.

Returning Hub Original Series/Specials with new episodes (in alphabetical order):

- **"The Aquabats! Super Show!"** (Premiering March 3 on The Hub; produced by FremantleMedia Enterprises and The Magic Store)
- **"Dan Vs."** (Produced by Film Roman in association with The Hatchery, LLC)
- **"Family Game Night"** (Produced by Hasbro Studios)
- **"My Little Pony Friendship is Magic"** (Produced by Hasbro Studios)
- **"Pound Puppies"** (Produced by Hasbro Studios)
- **"R.L. Stine's The Haunting Hour: The Series"** (Front Street Pictures in association with The Hatchery, LLC)
- **"Secret Millionaires Club"** (A Hub Original Special produced by A Squared Entertainment)
- **"Transformers Prime"** (Produced by Hasbro Studios)
- **"Transformers Rescue Bots"** (Produced by Hasbro Studios)

About The Hub

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 64 million U.S. households. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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