



May 9, 2011

Discovery Communications to Begin Representing Hasbro Studios Programming to Non-Theatrical Market at APEX TV

May 9, 2011, Madrid, Spain -- Discovery Communications today announced the signing of a one-year deal with Hasbro Studios to represent its programming to the non-theatrical market. Effective immediately, Discovery Enterprises International (DEI), the international program sales and licensing arm of Discovery Communications, will introduce Hasbro's signature entertaining, enlightening and educational kids and family content to global airlines attending the APEX TV Market in Madrid, Spain.

"Discovery Enterprises International's long history as a leading provider of in-flight entertainment to the airline industry provides us with an excellent opportunity to reach new audiences and extend consumer appreciation of the Hub's rich programming library including Transformers Prime to My Little Pony: Friendship is Magic," said Elliott Wagner, Director, Program Sales, Discovery Enterprises International.

Among the programs included in this deal:

- My Little Pony: Friendship is Magic (52 episodes x 22 minutes)
- Pound Puppies (52 episodes x 22 minutes)
- The Adventures of Chuck and Friends (104 episodes x 11 minutes)
- Transformers Prime (52 episodes x 22 minutes)
- G.I. Joe Renegades (26 episodes x 22 minutes)

"This agreement extends the existing partnership between Hasbro and Discovery while providing our programming to premier non-theatrical outlets around the world," Hasbro Studios President Stephen Davis said. "I can think of no better partner than DEI to handle this important expansion of our business."

DEI licenses and distributes programming from across Discovery vast portfolio of networks to strategic non-theatrical venues and clients including airlines, cruise lines, trains, science centers, retail outlets, hotels, museums, zoos, and other site-based markets. In addition to licensing individual programs from the Discovery networks family, DEI also offers various services and program packages to clients including branded blocks, short programming, and dual-language programming (available in more than 20 languages).

About Hasbro Studios

Hasbro Studios is the Los Angeles-based production division of Hasbro, Inc. (NASDAQ: HAS). The studio develops and produces shows based on Hasbro's world class brands, including TRANSFORMERS, MY LITTLE PONY and GI JOE; delivers new branded content; and produces programs from top third-party content creators. Many of these shows will run on The Hub, a television network for children and their families that was re-branded from Discovery Kids on October 10, 2010, as well as on multiple channels in international markets. The Hub is a joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK).

About Discovery Communications

Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.5 billion cumulative subscribers in 210 countries and territories. Discovery is dedicated to satisfying curiosity through 130-plus worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as US joint venture networks OWN: Oprah Winfrey Network The Hub and 3net, the first 24-hour 3D network. Discovery also is a leading provider of educational products and services to schools and owns and operates a diversified portfolio of digital media services, including HowStuffWorks.com. For more information, please visit www.discoverycommunications.com.

Discovery Enterprises International (DEI) serves as the streamlined access point for all of Discovery Communications' international program and private networks sales, co-financing opportunities, consumer products, licensing, home entertainment and music publishing rights in markets outside the United States. DEI focuses on maximizing sales opportunities for Discovery's worldwide brands and content with international third-party broadcasters and licensees. The Enterprises team

partners with local clients through regional offices in London, Miami, Munich, Sao Paulo, Singapore, Sydney and Discovery's global headquarters in Silver Spring, Maryland. For more information, please visit www.discoveryenterprisesinternational.com.