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Introducing The Hub - Discovery Communications and Hasbro Officially Unveil Children's Network Brand

Joint Venture Children's Network to Launch in Fall 2010

(Los Angeles, Ca.) Discovery Communications-Hasbro Joint Venture President and CEO Margaret Loesch today unveiled the official brand and logo for the children's network, set to launch in fall 2010. Moving forward, the network will be known as "The Hub" and will reach approximately 60 million homes on what is currently the Discovery Kids network.

"A hub is a place where great things come together -- and that is precisely what The Hub network will be when it launches," said Loesch. "The Hub will be a fun and transformative destination that brings kids and their families together by presenting clever stories and engaging characters."

The Hub will offer young viewers and their families novel and compelling content, ranging from new comedies and animated adventures to live-action franchises and game shows -- all celebrating the core childhood concepts of fun and play. The network's tone will be thrilling, modern and dynamic, both on-air and online. These qualities are represented by The Hub's spiral logo, which symbolizes a catalyst of action and imagination. In addition, the network will benefit from the strong DNA of its two parent companies, Discovery and Hasbro, which share a 50/50 partnership in the venture.

"Under the leadership of Margaret and her team, The Hub will be the next great children's media brand," said David Zaslav, President and CEO of Discovery Communications. "The goal is to create a destination for quality content, and we are confident The Hub can become a strong home for an active and engaged audience."

"Hasbro is a company built on play, and Discovery was founded on curiosity," said Brian Goldner, president and CEO of Hasbro. "The Hub will have the resources of both partners as it goes about reimagining the future of children's entertainment."

Content on The Hub will feature rich storytelling with active, multidimensional characters and unexpected heroes. The network will tap into the best production talent in the industry for shows that will reinvigorate children's programming. Additionally, The Hub will incorporate cherished Hasbro properties, including Transformers and My Little Pony, and popular Discovery Kids franchises such as Adventure Camp and Flight 29 Down as a part of a diverse and robust lineup of original and acquired programming. The Hub's online home, hubworld.com, will become an entertainment destination in its own right, offering kids access to video clips, interactive games and community features that extend the experience of the network's content.

About The Hub

Announced in April 2009, the Hasbro, Inc., and Discovery Communications multiplatform joint venture named The Hub will both entertain and educate, featuring content drawn from Hasbro's rich portfolio of entertainment and educational properties built over the past 90 years, including original programming for animation, game shows, and live-action series and specials. The Hub's network and online presence will also include content from Discovery's library of award-winning children's educational programming, as well as feature extensive programming designed to entertain, enlighten, empower and educate kids and families from leading third-party producers worldwide. The Hub is expected to launch in fall 2010, reaching approximately 60 million U.S. households on what is currently Discovery Kids channel. The online home of The Hub is www.hubworld.com.

About Hasbro

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure-time products and services, with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at www.hasbro.com. © 2009 Hasbro, Inc. All Rights Reserved.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's number one nonfiction media company, reaching more than 1.5 billion cumulative subscribers in over 170 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, TLC, Animal Planet, Science Channel, Planet Green, Investigation Discovery and HD Theater, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services including HowStuffWorks.com. For more information, please visit www.discoverycommunications.com.