



May 11, 2011

Hasbro Studios Garners Eight Daytime Emmy® Award Nominations, with Six for Individual Animated Achievement Winner 'Transformers Prime'

'FAMILY GAME NIGHT' and 'PICTUREKA!' Earn One Nod Each

LOS ANGELES--(BUSINESS WIRE)-- Hasbro Studios' shows today collected eight Daytime Emmy® Award nominations from the National Academy of Television Arts & Sciences (NATAS). **Transformers Prime** garnered two wins for Outstanding Individual Achievement in Animation and a total of six nominations. **Family Game Night** and **Pictureka!** earned one nod each.

"We are so honored to have the Academy recognize our shows with these eight Daytime Emmy nominations and two wins," said Stephen Davis, President of Hasbro Studios. "To be singled out by our industry peers during just our first year of producing shows for the The Hub is a proud achievement, and a testament to all of the incredible hard work put in by our very talented producers, writers and their teams."

Creative stewards Alex Kurtzman and Roberto Orci, along with showrunner Jeff Kline, are the executive producers of **Transformers Prime**, and Mike Vogel and Brian Lenard are the development executives who helped bring the show to life.

Todd Newton, Barry Poznick and Charles Steenveld (**Family Game Night**) and Rob George and Linda Ellman (**Pictureka!**) serve as executive producers of the nominated game shows, supported by development executives Bob Boden and Kevin Belinkoff.

Hasbro Studios shows received nominations and/or wins in the following categories:

Outstanding Game Show Host

Ben Bailey, **Cash Cab**

Todd Newton, Family Game Night

Wayne Brady, **Let's Make A Deal**

Meredith Vieira, **Who Wants To Be A Millionaire**

Outstanding Performer In An Animated Program

Bill Farmer as Goofy, **Mickey Mouse Clubhouse**

Danny Jacobs as King Julien, **The Penguins of Madagascar**

Tom McGrath as Skipper, **The Penguins of Madagascar**

Martin Short as The Cat in the Hat, **The Cat in the Hat Knows A Lot About That!**

Peter Cullen as Optimus Prime, Transformers Prime

Steven Tyler as The Mad Hatter, **The Wonder Pets!**

Outstanding Directing In An Animated Program

Kick Buttowski: **Suburban Daredevil**

Fanboy & Chum Chum

Martha Speaks

The Penguins of Madagascar

Toot & Puddle

Transformers Prime

Outstanding Individual Achievement in Animation — WINNERS

"Diamond" Dave Merritt, **Toot & Puddle**

Vince Toyama, Transformers Prime

Christophe Vacher, Transformers Prime

Kaz Aizawa, **T.U.F.F. Puppy**

Outstanding Achievement in Main Title and Graphic Design

Dora the Explorer
The Electric Company
FETCH! With Ruff Ruffman

Pictureka!

Team Umizoomi
Today Show

Outstanding Achievement in Music Direction And Composition

Between the Lions
Mickey Mouse Clubhouse
The Garfield Show
The Penguins of Madagascar

Transformers Prime

The Wonder Pets!

Outstanding Writing In Animation

Arthur
Back at the Barnyard
Dinosaur Train
The Penguins of Madagascar

Transformers Prime

WordGirl

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 G.I. JOE; delivers new branded content; and produces programs from top third-party content creators. Many of these shows 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).

The Lippin Group
Jim Benson / Lisa Porter/ Elizabeth Wolfe
323-965-1990
jbenson@lippingroup.com
ewolfe@lippingroup.com

Source: Hasbro Studios

News Provided by Acquire Media