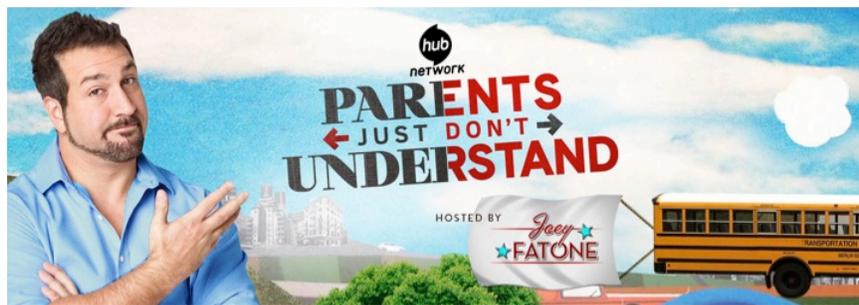




**For Immediate Release
July 29, 2014**

**ORIGINAL UNSCRIPTED SERIES “PARENTS JUST DON’T UNDERSTAND”
TO PREMIERE AUGUST 23 ON THE HUB NETWORK**

**Musical Superstar and TV Personality, Joey Fatone, to Host and Executive
Produce Unique Reality Series That Gives Kids and Their Parents a Chance
to Walk in Each Other’s Shoes**



LOS ANGELES — The Hub Network will premiere the unscripted, parent-child swap series “**Parents Just Don’t Understand**” on Saturday, August 23 at 7 p.m. ET/4 p.m. PT with musician and TV personality, Joey Fatone (‘N Sync, “Rewrapped”), as the host. The unique reality series gives real kids and their parents a chance to find out what it feels like to be in the other person’s shoes. Fatone also serves as an executive producer of the series, along with Christian Sarabia, Rabih Gholam, Bicha Gholam, Nicole M. Reed and Allegra Newman. Cindy Nemes and Michael Wilder serve as co-executive producers. The 22-episode series will be produced by Endemol’s 51 Minds Entertainment for the Hub Network, champions of family fun and the only network dedicated to providing kids and their families entertainment they can watch together.

In the premiere episode, “The Touchdown Maker and Cupcake Baker,” Fatone swaps the lives of a 13-year-old and his underappreciated mom of five children. While the son tackles taking care of his siblings and a demanding job at the railroad, his mom must power through chores and football practice. Continuing in the spirit of “Freaky Friday,” the series will also showcase other parent-child swaps including a teenage ballerina and her feisty single-mom, a roller derby

devotee and her princess-loving mom, plus a single-dad who takes on his son's rigorous athletic schedule.

Known for his multi-platinum selling pop group, 'N Sync, Fatone has developed a versatile and cross-generational range of talents both on and off the small screen. Currently hosting "Rewrapped" Fatone's television credits include "The Singing Bee," "Dancing with the Stars," "JoJo's Circus," "Higglytown Heroes" and "Hannah Montana." He has also starred in the Broadway musicals, "Little Shop of Horrors" and "RENT."

About the Hub Network

The Hub Network is a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) and Hasbro Inc., (NASDAQ: HAS) that champions family fun by providing relatable, funny, family friendly entertainment experiences that children and their parents can enjoy together. The cable and satellite television network features original programming as well as content 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 Network's 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 HubNetwork.com. The Hub Network rebranded from Discovery Kids on October 10, 2010, and is available in more than 70 million U.S. households. The Hub Network logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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Note: For artwork, visit press.discovery.com/us/Hub/

About 51 Minds Entertainment

51 Minds Entertainment is recognized as one of the leading creators and producers of reality television in the U.S. The company was founded in 2003 and went on to create a new genre of 'celebreality' starting with breakout hit "The Surreal Life." This was the first of a multitude of series for VH1, many of which set new ratings records for the network and cable television as a whole. VH1 series include "Flavor of Love," "Gotti's Way," "Lala's Full Court Life," "Marrying The Game," and the runaway hit "TI and Tiny: The Family Hustle," which is currently in its fourth season. In 2008, the company continued to diversify its

output, creating and producing programming for a wide range of networks, including “Does Someone Have to Go?” (FOX), “Same Name” (CBS), “Scouted” (E!) “Top Secret Recipe” (CMT), “Redneck Island” (CMT), and “Whodunnit?” (ABC). 51 Minds is affiliated with Endemol Group, a leading international content developer, producer and distributor of television and online programming whose divisions include Endemol USA (“Big Brother” (CBS), “Steve Harvey” (NBCUniversal), “Wipeout” (ABC), “Freakshow” (AMC)). The company, headquartered in the Netherlands, has over 80 subsidiaries and joint ventures in over 30 countries.

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