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The Hub TV Network Premieres New Animated Series 'Littlest Pet Shop' and Launches New Season of Pop Culture Phenomenon 'My Little Pony Friendship is Magic'

Both Series Premiere November 10 with Special Two-Part Episodes

LOS ANGELES – [The Hub](#) TV Network, a destination for kids and their families, brings together two series featuring beloved characters on [Saturday, November 10](#) with the premiere of the all-new animated series “**Littlest Pet Shop**” (11 a.m. ET) and the highly anticipated third-season premiere of pop culture phenomenon “**My Little Pony Friendship is Magic**” (10 a.m. ET). The Hub Original Series, produced by Hasbro Studios, will each launch with two half-hour, all-new back-to-back episodes.



<http://youtu.be/OCFNa-4Chp4>

“Littlest Pet Shop” follows Blythe Baxter and her father as they move into a Big City apartment above the Littlest Pet Shop – an amazing day-camp for pets of all kinds including a doggie diva, dancing gecko and sweet, adorable panda. Her real adventure begins when she discovers that she alone can miraculously understand and talk to all of the pets. She joins them on fantastical adventures that include uproarious song-and-dance sequences featuring all-new original music.

The third season of the animated hit “My Little Pony Friendship is Magic” makes its eagerly-anticipated debut with Twilight Sparkle and her friends travelling to the magical Crystal Empire that has mysteriously reappeared after a 1,000 year-old curse caused it to vanish. In the two-part season opener, “The Crystal Empire,” Twilight Sparkle must find the Crystal Heart to restore the Empire to its full strength.

“My Little Pony Friendship is Magic” has emerged as a pop culture phenomenon and is one of the most popular series on The Hub with its critically-lauded storytelling, relatable characters, clever nods to pop culture and catchy musical numbers, all centered around the messages of friendship and acceptance.

“Littlest Pet Shop” and “My Little Pony Friendship is Magic” feature key voice talent including Ashleigh Ball, Tabitha St. Germain, Nicole Oliver and Peter New who portray distinctive characters on both series. Composer Daniel Ingram, a Daytime Emmy® Award nominee for “My Little Pony Friendship is Magic,” will also perform double-duty for both series.

The series’ premieres will also be supported through traditional and non-traditional off-channel media designed to drive tune-in. Viewers can host at-home premiere parties with the “My Little Pony Friendship is Magic” and “Littlest Pet Shop” downloadable Playdate Premiere party packs that will be available at hubworld.com. The packs will include party invites,

coloring sheets and recommended activities for viewers to host their own ultimate premiere parties. Additionally, for the first time, The Hub will release new digital content for "My Little Pony Friendship is Magic" including brand new games, printables and videos every single week of the season on hubworld.com.

About The Hub TV Network

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 is available in more than 70 million U.S. households. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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Note: For artwork, visit www.press.discovery.com

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