Gameloft and Hasbro Announce the TRIVIAL PURSUIT & Friends Mobile Game on Smartphones and Tablets Providing Fun-Filled Trivia For All Ages

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PARIS, September 8, 2015 /PRNewswire/ --

Gameloft, a leading digital and social game publisher, and Hasbro Inc. (NASDAQ: HAS) announce the launch of the **TRIVIAL PURSUIT & Friends** mobile game. One of the most popular trivia games in the world will be soon available globally on iPhone, iPad, iPod touch, Android and Windows Phone. The **TRIVIAL PURSUIT & Friends** mobile game brings a whole new social dimension to the original game, offering players endless fun with fast-paced gameplay wherever they are. With new relevant content, the **TRIVIAL PURSUIT** mobile game invites everyone to get in on the trivia action.

The TRIVIAL PURSUIT game has been a favorite since the 1980s and the new **TRIVIAL PURSUIT & Friends** mobile game will let fans enjoy the beloved trivia game with new questions and completely new ways to play! Players will also discover all-new customization options for a fun and social gaming experience on their smartphone or tablet that they can enjoy in short bites.

The **TRIVIAL PURSUIT & Friends** mobile game includes thousands of new questions and introduces new challenges such as:

- Duel mode: Challenge your friends or other players to a quiz-off in real-time!
- Blitz mode: 4 players compete in a test of knowledge and speed
- Events mode: Take on brand new, specially-themed quizzes every week. Score big to climb the leaderboards and earn exclusive rewards

"The TRIVIAL PURSUIT game is one of the most well-known trivia games the world," states Gonzague De Vallois, Senior Vice President Publishing at Gameloft. *"We're thrilled to collaborate with Hasbro to bring a new mobile offering with fun social features that allow fans from around the world to play and interact with each other wherever they are."*

"We have seen the popularity of trivia games continue to rise, and are thrilled to work with Gameloft to offer fans a new way to experience the TRIVIAL PURSUIT brand on the platforms they engage with most." States Mark Blecher, senior vice president of business development and digital gaming at Hasbro. *« The TRIVIAL PURSUIT & Friends mobile game offers our fans new and exciting ways to play, bringing friends and family together in town or across the globe with content everyone can enjoy."*

The **TRIVIAL PURSUIT & Friends** mobile game will be available soon for iPhone, iPad, iPod touch, Android and Windows Phone.

About Gameloft:

A leading digital and social game publisher, Gameloft® has established itself as one of the top innovators in its field since 2000. Gameloft creates games for all digital platforms, including mobile phones, smartphones and tablets (including Apple® iOS, Android® and Windows® devices), set-top boxes and connected TVs. Gameloft operates its own established franchises such as Asphalt®, Order & Chaos, Modern Combat or Dungeon Hunter and also partners with major rights holders including Universal, Illumination Entertainment, Disney®, Marvel®, Hasbro®, Fox Digital Entertainment, Mattel® and Ferrari®.

Gameloft is present on all continents, distributes its games in over 100 countries and employs over 5,200 developers.

Gameloft is listed on NYSE Euronext Paris (Euronext: GFT.PA, Bloomberg: GFT FP, Reuters: GLFT.PA). Gameloft is traded OTC in the US (sponsored Level 1 ADR ticker: GLOFY).

About Hasbro

Hasbro (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and lifestyle licensing, Hasbro fulfills the fundamental need for play and connection with children and families around the world. The Company's Hasbro Studios and its film label, ALLSPARK PICTURES, create entertainment brand-driven storytelling across mediums, including television, film, digital and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families. Learn more at http://www.hasbro.com, and follow us on Twitter (@Hasbro & @HasbroNews) and Instagram (@Hasbro).

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