



January 31, 2012

Sweet! Adam Sandler to Play "Candy Land"

Columbia Pictures, Happy Madison and Hasbro Team Up to Bring the Classic Game to the Big Screen

CULVER CITY, Calif.--(BUSINESS WIRE)-- Columbia Pictures, Happy Madison and [Hasbro, Inc. \(NASDAQ:HAS\)](#) are in final talks to develop Candy Land, a live action movie based on the bestselling Hasbro board game with Adam Sandler attached to star, it was jointly announced today by Doug Belgrad, President of Columbia Pictures, Hannah Minghella, President of Production for Columbia Pictures, and Brian Goldner, Hasbro President and CEO. Kevin Lima (Enchanted) is attached to direct the project for the studio with Sandler and Robert Smigel are in talks to write the screenplay.

Commenting on the announcement, Belgrad said, "Candy Land is more than just a game. It is a brand that children, parents and grandparents know and love. The world of Candy Land offers an extraordinary canvas upon which to create a fantastical, live-action family adventure film with a larger than life part for Adam. We are thrilled to partner with Hasbro and Happy Madison on this project."

"The creative talent on board for this movie is amazing and we are excited to bring alive the world of Candy Land for kids and families everywhere," Goldner added. "Sony/Columbia has been a wonderful creative partner as we develop another of our games, Risk, for the big screen. We are looking forward to working with Sony/Columbia and Adam Sandler and his team at Happy Madison Productions on this film."

Candy Land is one of the most beloved and best known games of all time. Created in 1949, it has been played by generations of families. In the game, players go on a magical journey through fantastical lands made of candy, sweets, and ice cream: the Peppermint Forest, the Gum Drop Mountains, and the Lollypop Woods. Along the way, players encounter such iconic characters as Princess Frostine, Lord Licorice, Mr. Mint, and King Candy.

The project will be produced by Goldner (Transformers) and Hasbro's Senior Vice President and Managing Director of Motion Pictures, Bennett Schneir (Battleship) along with Happy Madison Productions. At Columbia, development of Candy Land will be overseen by Sam Dickerman.

About Sony Pictures Entertainment

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Corporation of America, a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production, acquisition and distribution; television production, acquisition and distribution; home entertainment acquisition and distribution; worldwide television networks; digital content creation and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of entertainment in more than 142 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com>.

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is www.hubworld.com. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2012 Hasbro, Inc. All Rights Reserved.

HAS-LIC

Sony Pictures Entertainment
Steve Elzer, 310-244-7142
Senior Vice President, Media Relations
steve_elzer@spe.sony.com

or

Hasbro, Inc.

Media

Wayne Charness, 401-727-5983

or

Investors

Debbie Hancock, 401-727-5464

Source: Hasbro, Inc.

News Provided by Acquire Media