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Hasbro and EA Enter Into New Agreement for Mobile Games

PAWTUCKET, R.I. & REDWOOD CITY, Calif.--(BUSINESS WIRE)-- **Hasbro, Inc.** (NASDAQ: HAS) and Electronic Arts Inc. (NASDAQ: EA) announced today a new agreement under which EA will develop several of Hasbro's best-selling gaming brands for mobile platforms globally.

"Over the past six years, Hasbro and EA have collaborated to develop some of the most popular digital games based on Hasbro's best-selling global game brands, including MONOPOLY, SCRABBLE and THE GAME OF LIFE," said Mark Blecher, Hasbro Senior Vice President and General Manager, Digital Gaming and Corporate Development. "The next phase of our relationship will build on this tremendous success and is specifically focused on leveraging Hasbro's rich game brands with EA's leadership in the mobile space. Our relationship with EA for mobile is an integral component of our digital strategy for developing Hasbro brands across gaming platforms."

"We've enjoyed a great relationship with Hasbro to date, delighting millions of consumers with digital versions of their favorite Hasbro games--several of which, including *MONOPOLY Hotels* and *SCRABBLE,* have reached the top of the mobile charts. We're thrilled to extend our agreement with Hasbro in the mobile space, where their IP remains a priority within our portfolio," said Chip Lange, Senior Vice President and General Manager of the Pogo division at Electronic Arts. "Under this partnership, our talented game designers can create mobile games that will allow Hasbro fans around the world to experience their favorite gaming brands in a whole new way."

Under the new four-year agreement, EA will continue to develop mobile games for several of Hasbro's most successful gaming brands: MONOPOLY, SCRABBLE, THE GAME OF LIFE, BATTLESHIP, BOGGLE, CLUE, RISK and YAHTZEE.

EA's Pogo.com gaming community will also continue to be a central hub online for digital versions of Hasbro games.

About Hasbro, Inc.

Hasbro, Inc. (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 170 markets around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.

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About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 285 million registered players and operates in 75 countries.

In fiscal year 2013, EA posted GAAP net revenue of $3.8 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as The Sims™, Madden NFL, FIFA Soccer, Need for Speed™, Battlefield™ and Mass Effect™. More information about EA is available at http://news.ea.com/news.

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