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DreamWorks Animation Teams with Hasbro for Two Tentpole Franchise Properties

Leading Branded Play Powerhouse Comes Aboard for *B.O.O.: Bureau of Otherworldly Operations* and *Trolls*

GLENDALE, Calif. & PAWTUCKET, R.I.--(BUSINESS WIRE)-- In a powerful ghost and troll combo pack, [Hasbro](#), Inc., (NASDAQ: HAS) a leading branded play company, and DreamWorks Animation (NASDAQ: DWA) have entered into an agreement to create toys and games inspired by DreamWorks Animation's *B.O.O.: Bureau of Otherworldly Operations* and *Trolls* properties. Through this deal, Hasbro will unveil franchise-inspired product lines across major toy categories, with theatrical releases supporting *B.O.O.* and *Trolls* arriving in theaters in 2015 and 2016, respectively.

"*B.O.O.* and *Trolls* are incredible properties and we are thrilled to be collaborating with DreamWorks at the very early stages of these great franchises," said Samantha Lomow, Senior Vice President of Global Brand Strategy and Marketing at Hasbro. "Both properties offer rich and expansive play patterns and we cannot wait to get started."

"This dual franchise agreement reflects our excitement for these two amazing brands, and the opportunity to join forces with Hasbro is truly huge," said Michael Connolly, head of global consumer products for DreamWorks Animation. "These franchises lend themselves to endless possibilities at retail, and kids will be lining up to see what Hasbro has in store for the coming years."

B.O.O.: Bureau of Otherworldly Operations is the super classified agency you've never heard of and certainly never seen. Dedicated to protecting the Universe from evil hauntings, the agents of B.O.O. have a secret weapon: they are ghosts themselves! When B.O.O. faces its biggest threat yet — an uber-villain who has a ghastly plan up his ghostly sleeve -- top agent Jackson Moss (Seth Rogen) and his wacky partner Watts (Melissa McCarthy) team up for the job. Now, this duo must use every trick in their arsenal to defeat Drake's powerful ghost army and save their home from becoming a literal ghost town.

DreamWorks Animation also recently announced the acquisition of the *Trolls* franchise. The Troll doll phenomenon was born in 1959 when Danish fisherman and woodcutter Thomas Dam, too poor to afford a Christmas present for his young daughter Lajla, carved a doll for her based on the legendary Scandinavian troll. This modern-day Geppetto couldn't have imagined that the Troll dolls would soon become one of the biggest toy crazes of the 1960s. The *Trolls* experienced a resurgence in the 1990s, and in 2003, the Toy Industry of America named *Trolls* on its list of One Hundred of the Century's Most Treasured Toys. Their uniquely endearing faces and shocks of colorful hair continue to capture the hearts and imaginations of fans with rare Troll dolls still being coveted by collectors around the globe.

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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Hasbro, Inc. Caution Concerning Forward-Looking Statements

Certain statements in this press release may constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are made on the basis of Hasbro's current expectations regarding future events, including potential performance, and Hasbro's ability to achieve its other financial and business goals. These statements are subject to significant risks and uncertainty, and Hasbro's actual actions or results may differ materially from those expected or anticipated in the forward-looking statements due to both known and unknown risks and uncertainties. Specific factors that might cause such a difference include changes in release schedules, increased costs or difficulties associated with developing and releasing the media initiatives described in this press and introduce brands, products and product lines which achieve and sustain interest from retailers and consumers, Hasbro's ability to manufacture, source and ship products in a timely and cost-effective manner and customers' and consumers' acceptance and purchase of those products in quantities and at prices that will be sufficient to profitably recover development, manufacturing, marketing, royalty and other costs, and other risks and uncertainties as may be detailed from time to time in Hasbro's public announcements and Securities and Exchange Commission filings, including Hasbro's most recent annual report on Form 10-K and its most recent quarterly reports on Form 10-Q. Hasbro undertakes no obligation to make any revisions to the forward-looking statements contained in this release or to update them to reflect events or circumstances occurring after the date of this release.

About DreamWorks Animation

DreamWorks Animation creates high-quality entertainment, including CG animated feature films, television specials and series and live entertainment properties, meant for audiences around the world. The Company has world-class creative talent, a strong and experienced management team and advanced filmmaking technology and techniques. DreamWorks Animation has been named one of the "100 Best Companies to Work For" by FORTUNE® Magazine for five consecutive years. In 2013, DreamWorks Animation ranks #12 on the list. All of DreamWorks Animation's feature films are produced in 3D. The Company has theatrically released a total of 27 animated feature films, including the franchise properties of *Shrek*, *Madagascar*, *Kung Fu Panda*, *How to Train Your Dragon*, *Puss In Boots*, and *The Croods*.

DreamWorks Animation SKG, Inc. Caution Concerning Forward-Looking Statements

This document includes certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. The Company's plans, prospects, strategies, proposals and our beliefs and expectations concerning performance of our current and future releases and anticipated talent, directors and storyline for our upcoming films and other projects, constitute forward-looking statements. These statements are based on current expectations, estimates, forecasts and projections about the industry in which we operate and management's beliefs and assumptions. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Actual results may vary materially from those expressed or implied by the statements herein due to changes in economic, business, competitive, technological and/or regulatory factors, and other risks and uncertainties affecting the operation of the business of DreamWorks Animation SKG, Inc. These risks and uncertainties include: audience acceptance of our films, our dependence on the success of a limited number of releases each year, the increasing cost of producing and marketing feature films, piracy of motion pictures, the effect of rapid technological change or alternative forms of entertainment and our need to protect our proprietary technology and enhance or develop new technology. In addition, due to the uncertainties and risks involved in the development and production of animated feature projects, the release dates for the projects described in this document may be delayed. For a further list and description of such risks and uncertainties, see the reports filed by us with the Securities and Exchange Commission, including our most recent annual report on Form 10-K and our most recent quarterly reports on Form 10-Q. DreamWorks Animation is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements, whether as a result of new information, future events, changes in assumptions or otherwise.

Hasbro (News Media)
Julie Duffy, 401-727-5931
jduffy@hasbro.com

or
Hasbro (Investor Relations)
Debbie Hancock, 401-727-5464
dhancock@hasbro.com

or
DreamWorks Animation
Matt Lifson, 818-695-6576
matt.lifson@dreamworks.com

or
DreamWorks Animation Investor Relations
Shannon Olivas, 818-695-3658
Shannon.olivas@dreamworks.com

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