



June 8, 2010

Hasbro Continues to Expand Its Global Branded Play Experiences on Digital Platforms

Iconic Favorites MONOPOLY, LITTLEST PET SHOP and TRANSFORMERS and Others Coming to a Variety of Platforms Including Console, Handheld, Mobile, PC and Online This Summer and Fall

LAS VEGAS, Jun 08, 2010 (BUSINESS WIRE) --Hasbro, Inc. (NYSE: HAS) today announced that more than a dozen digital games are in development and scheduled to launch worldwide on a variety of platforms in the second half of this year through its licensing alliances with video game makers Electronic Arts Inc. (NASDAQ: ERTS) (EA) and Activision (NASDAQ: ATVI). The latest wave of titles from EA will further expand its top-selling portfolio of Hasbro-inspired digital games that span more than 20 Hasbro brands and 19 major digital platforms. In addition, Activision is gearing up to unleash the next installments in its blockbuster TRANSFORMERS video game franchise this summer.

"The lineup of Hasbro-branded digital games underway for release in the coming months will raise the bar in terms of creativity, immersion and innovation," said Mark Blecher, Senior Vice President and General Manager of Digital Media and Gaming at Hasbro. "With EA's success in selling more than eight million units of Hasbro-inspired games globally at retail and many of its mobile games ranked consistently in the Top 10 paid apps, as well as fans logging in 350 million Hasbro game sessions on Pogo, it is clear that consumers have liked what they've seen and played. We are very eager to deliver this next wave of titles underscoring that the Hasbro-branded play experience just keeps getting better."

For Hasbro board game fans, EA will deliver a spate of titles for all major platforms through the end of the year. For aspiring real estate moguls, the stakes will get even higher this fall with a dynamic 3D gameplay environment in *MONOPOLY Streets* for the Wii™, Xbox 360® videogame and entertainment system, and PlayStation®3 computer entertainment system. Rounding out the MONOPOLY digital lineup will be the release of *MONOPOLY Classic* for the Nintendo DS™. *HASBRO FAMILY GAME NIGHT 3*, a digital title with a collection of five games - THE GAME OF LIFE, CLUE, MOUSE TRAP, TWISTER, and YAHTZEE HANDS DOWN - will also land at retail this fall. Hosted by MR. POTATO HEAD in a theme park setting, this title will rally family and friends around the Wii, Xbox 360 and PlayStation 3 for hours of casual fun as well as fierce competition. For Xbox LIVE Arcade fans, three additional *HASBRO FAMILY GAME NIGHT* titles, including JENGA, PICTUREKA and CONNECT 4x4, will also be released this summer.

In addition, world domination will be achievable this summer on Xbox LIVE® Arcade with *RISK: Factions* and *RISK* for the iPhone® and iPod® touch is also in development. Other expected summer releases from EA Mobile™ include *LITE-BRITE* and *OPERATION* for the iPhone and iPod touch.

These releases come on the heels of spring launches including *SCRABBLE Tour* (in U.S. and Canada only) and *MONOPOLY City* as PC downloadable games, and *RISK* and *CLUE: Secrets & Spies* as PC Web games - all currently available on <http://www.pogo.com>. Additionally, Hasbro family favorites *BOGGLE* and *SCRABBLE* (in U.S. only) released on the iPad™, with *SCRABBLE* available on iPad launch day in the U.S.

For girls, EA will deliver big fun in the fall with *LITTLEST PET SHOP Biggest Stars*, a collection of three Nintendo DS games. The third iteration in the immensely popular LITTLEST PET SHOP video game series will encourage girls to hone and polish their team building skills as they further expand their collections with new pets, accessories and mini games. Enhanced features and fun are also underway for *LITTLEST PET SHOP ONLINE*, the immersive online destination where girls can play games and create and customize their own in-game LITTLEST PET SHOP pets while connecting with friends and exploring the ever-changing and exciting online world of LITTLEST PET SHOP.

On the TRANSFORMERS front, Activision is set to launch the highly anticipated *TRANSFORMERS: War for Cybertron*, an adrenaline-charged, multiplayer, third-person shooter game for the PlayStation 3, Xbox 360 and PC later this summer. The video game publisher will also release versions for the Wii and Nintendo DS, each game version with unique features created

exclusively for the individual Nintendo platforms.

Hasbro will showcase several of these EA and Activision digital games at the International Licensing Expo in Las Vegas on June 8-10, 2010 in Hasbro Booth #4446. EA and Activision are also set to showcase their respective Hasbro-branded lineup at the E3 Expo in Los Angeles on June 15-17, 2010.

About Hasbro

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2010 Hasbro, Inc. All Rights Reserved.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA Mobile™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. EA's homepage and online game site is <http://www.ea.com>. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

About Activision Publishing, Inc.

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products. Activision Publishing maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, the Netherlands and Australia. More information about Activision and its products can be found on the company's website, <http://www.activision.com>.

MONOPOLY, SCRABBLE (in the U.S. and Canada), THE GAME OF LIFE, CLUE, MOUSE TRAP, TWISTER, YAHTZEE HANDS DOWN, RISK, OPERATION, BOGGLE, PICTUREKA, CONNECT 4X4, LITE-BRITE, LITTLEST PET SHOP, and TRANSFORMERS are trademarks of Hasbro and are used with permission. JENGA is a trademark of Pokonobe Associates and is used with permission. Nintendo DS and Wii are trademarks of Nintendo. Xbox 360 and Xbox LIVE are trademarks of the Microsoft group of companies and are used under license from Microsoft. PlayStation 3 is a registered trademark of Sony Computer Entertainment Inc. iPod, iPod touch, iPhone, and iPad are trademarks of Apple Inc. EA, EA SPORTS, EA Mobile and POGO are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. All other trademarks are the property of their respective owners.

SOURCE: Hasbro, Inc.

Hasbro
Paula Walsh, 401-727-5669
pjwalsh@hasbro.com

or
Foghorn PR
Shelly Eckenroth, 717-852-7060
seckenroth@foghornpr.com

or
Foghorn PR
Mary Leddy, 508-872-3369
mleddy@foghornpr.com