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New B-DAMAN Toy Line and App from Hasbro Available Now Based on ANimated Television Series Coming to Vortexx on the CW this Saturday

PAWTUCKET, R.I. - August 15, 2013 – [Hasbro](#), Inc. (NASDAQ: HAS) is expanding on the animated series, [B-DAMAN CROSSFIRE](#), for a complete B-DAMAN brand experience by bringing the excitement of the series to the physical and digital play space with a new B-DAMAN toy line and app. The all-new action packed animated series, *B-DAMAN CROSSFIRE*, will air during Saban Brands' [Vortexx](#) on The CW, the Saturday morning programming block beginning Saturday, August 17. Hasbro is working under license from newly established, Manhattan based rights management company, Sunrights Inc. and with a development and manufacturing collaboration with TOMY COMPANY, LTD on these products.

The all-new series, *B-DAMAN CROSSFIRE*, takes place in the town of East City, where the newest toy, B-Daman, has become all the rage. The series follows Riki Ryugaski, a quirky schoolboy with an appetite for adventure and mystery. After attending his first B-Daman tournament with friend and classmate, Sumi Inaba, Riki develops a strong interest in the toy. Upon hearing a rumor about a secret B-Daman tournament that only a select few can participate in, Riki's curiosity grows and he becomes determined to learn more about this urban legend.

With the launch of the new B-DAMAN toys from Hasbro, kids can choose which figures' personality and fighting style best represents themselves in the intense fast-paced B-DAMAN marble battles. Whether players want to enhance their rapid-fire, power or precision skills in solo play against B-DAMAN targets or advance to competition levels with fellow battlers in engaging arenas, B-DAMAN play allows for kids to create their own set of rules and games for an almost endless amount of challenges.

In addition, the new B-DAMAN line of toys will offer kids the opportunity to connect the physical figures with a digital experience. Players will be able to scan any B-DAMAN figure via the B-DAMAN app (available now for Android & Apple devices; see app descriptions on iTunes and Google Play for device requirements) on their mobile devices. The app recognizes the toy and allows the user to choose a figure for use in their digital experience. Kids can also manually enter their toys into the app by using a 14 digit numerical code found on cards included with each toy. Additionally, the codes can be used online to unlock virtual B-DAMAN figures and gain access to exclusive digital content on the [B-DAMAN BATTLES website](#). The B-DAMAN experience allows kids, both in the physical and digital world, to battle opponents from around the globe anywhere at any time! To learn more about the toy line and app, visit www.BDAMANBATTLES.com.

Highlights from Hasbro's new B-DAMAN line, available now at most major toy retailers nationwide and on HasbroToyShop.com, include:

B-DAMAN Figure

(HASBRO/Ages 6 & up/Approx. Retail Price: \$8.99/Available: Now)

Bring the attitude of B-DAMAN characters alive with the [B-DAMAN figures](#). Each figure is based on Season 1 B-DAMAN CROSSFIRE TV programming and embodies one of three different fighting styles including power, rapid-fire, or precision so players can pick and change their shooting strategy every time they play. Collect all eight figures and perfect your skills or create unique obstacle courses for a completely new challenge! Each item in the assortment includes one B-DAMAN figure, one target, two marbles (one deco marble) and one tool. Each sold separately.

B-DAMAN Figure with Accessory

(HASBRO/Ages 6 & up/Approx. Retail Price: \$12.99/Available: Now)

Rule any battlefield with these enhanced [B-DAMAN figures](#). Each item includes one B-DAMAN figure, two marbles (one deco marble), one tool, two targets and a unique accessory for advanced shooting performance. Watch marbles whiz through the Lightning Dravise figure's tornado magazine or attach the grip barrel to the Strike Cobra figure for extra accuracy behind every shot. The deluxe figure assortment features three different B-DAMAN characters with 3 unique accessories, each sold separately.

B-DAMAN BREAK BOMBER BATTLEFIELD Arena

(HASBRO/Ages 6 & up/Approx. Retail Price: \$29.99/Available: Now)

Players must master power, speed and precision to keep up with the frenetic marble shooting play in the [B-DAMAN BREAK BOMBER BATTLEFIELD arena](#), featured prominently in the B-DAMAN Season 1 TV series. Players start on opposite sides as they shoot at the rows of blocks in the center of the arena. Blasting away yellow blocks reveal red blocks. The player that blasts three out of five red blocks into the opponents' territory wins. Set includes one deluxe target play set with 25 blocks, completely enclosed arena walls, two B-DAMAN figures, two B-DAMAN Wide Magazine Accessory pieces and 16 marbles.

B-DAMAN SURGE STRIKE Arena

(HASBRO/Ages 6 & up/Approx. Retail Price: \$14.99/Available: Now)

A steady hand and masterful shots are the only way to claim the title of B-DAMAN champ in the [SURGE STRIKE arena](#). In a head-to-head battle players pick a side and aim at the target in the center of the arena. The goal is to hit five of the power push rods to push them towards their opponent's territory where they'll drop into a locked position, and interfere with outbound shots. The first to lock three of the rods completely to the other side wins! The SURGE STRIKE arena includes completely enclosed arena walls, 6 marbles (1 deco marble) and 1 target play set.

B-DAMAN VERTIGO SPIN Arena

(HASBRO/Ages 6 & up/Approx. Retail Price: \$14.99/Available: Now)

Test accuracy and speed with a series of rapid marble attacks in the [VERTIGO SPIN arena](#). In a head-to-head battle players will have to stay calm and collected as they shoot at the target in the center of the arena and try to knock their marbles out before their opponent. The first to get all three of their marbles out of the target wins the game and claims B-DAMAN victory! To keep players on their toes, the center target spins when one of its side fins are hit. Set includes completely enclosed arena walls, 6 marbles (1 deco marble) and 1 target play set.

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About Hasbro

[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.

About Sunrights Inc.

Sunrights Inc., the newly formed entertainment division of Mitsubishi Corporation (Americas) is sister companies with d-rights Inc. of Tokyo. The new division is Manhattan, New York based with affiliates in London and Toronto, and is charged with managing ex-Asia rights businesses. Sunrights will distribute new content for d-rights outside of Asia, and will also be charged with supporting other Mitsubishi divisions and affiliates in licensing and new business development.

About Vortexx

Vortexx is an entertainment platform focused on delivering content, activities and products featuring high-energy action, adventure and comedy. On television, Vortexx provides programming, which airs Saturdays from 7 a.m. – noon on The CW. The nationally-broadcast programming block reaches 110 million homes and features marquee titles such as *Sonic X*, *Yu-Gi-Oh! ZEXAL*, and *Justice League Unlimited*. In addition to television, Vortexx offers a variety of online and mobile entertainment destinations that will keep kids entertained 24/7/365. Vortexx is an affiliate of Saban Brands. Learn more at MyVortexx.tv.

About Saban Brands

Formed in 2010 as an affiliate of Saban Capital Group, Saban Brands (SB) was established to acquire and develop a world-class portfolio of properties and capitalize on the company's experience, track record and capabilities in growing and monetizing consumer brands through content, media and marketing. SB applies a global omni-channel management approach to enhancing and extending its brands in markets worldwide and to consumers of all ages. The company provides full-service management, marketing, promotion and strategic business development for its intellectual properties including comprehensive strategies unique to each brand, trademark and copyright management and enforcement, creative design, retail development, direct-to-consumer initiatives and specialized property extensions. SB is led by a superior management team with decades of experience in media, content creation, branding, licensing, marketing and finance. SB's portfolio of properties currently includes Power Rangers, Paul Frank, Vortexx, Zui.com, The Playforge, Julius Jr., Digimon Fusion and Popples. For more information, visit www.sabanbrands.com.

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