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Hasbro and Rovio Enter into Expanded Angry Birds Licensing Agreement

The New, Expanded Agreement Makes Hasbro the Premier Toy and Game Licensee for Rovio and the Angry Birds Brand Including the Upcoming Angry Birds Go! Property

PAWTUCKET, R.I. & HELSINKI--(BUSINESS WIRE)-- [Hasbro](#), Inc. (NASDAQ: HAS) and Rovio Entertainment today announced an expanded licensing agreement for Hasbro to develop toys and physical games based on the globally popular Angry Birds brand. The new agreement makes Hasbro the premier toy licensee for Angry Birds, including the upcoming game [Angry Birds Go!](#) (<http://go.angrybirds.com>) set to be released this year. In addition, Hasbro will continue to develop and expand their already highly successful collaboration with [Angry Birds Star Wars](#) from Rovio Entertainment and LucasFilm.

"We are delighted to have Hasbro onboard as a key licensee," said Teemu Suila, COO, Rovio Entertainment. Commenting on the announcement, Naz Cuevas, SVP, Global Consumer Products Licensing said, "We have exciting projects lined up for 2013 and beyond, and Hasbro is the ideal preferred licensee to anchor the program, expand our retail reach and delight our fans."

Angry Birds is one of the world's biggest entertainment brands. The original mobile game was launched in 2009 and remains the number one paid app of all time. Angry Birds has expanded rapidly into consumer products, publishing, and animation. In March Rovio released Angry Birds Toons, a weekly animated cartoon series distributed through Angry Birds games, TV broadcasters and on-demand networks. A full-length animated Angry Birds movie opening is also slated on July 1, 2016.

"Angry Birds is one of the most recognizable entertainment franchises in the world and we're thrilled Rovio has chosen Hasbro as its premier toy and game licensee," said John Frascotti, Chief Marketing Officer, Hasbro. "With the new Angry Birds Go! property and additional upcoming collaborations between the companies, Hasbro looks forward to delivering more innovative Angry Birds toys and games to kids and families across the globe."

The terms of the agreement give Hasbro licensing rights worldwide. New toys and games are planned for fall 2013 based on the upcoming Angry Birds Go! property and Angry Birds Star Wars. More details will be released later in the year.

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.

About Rovio Entertainment

Rovio Entertainment Ltd is an industry-changing entertainment media company headquartered in Finland, and the creator of the globally successful Angry Birds Characters franchise. Angry Birds, a casual puzzle game, became an international phenomenon within a few months of its release. Angry Birds has expanded rapidly into multifaceted entertainment, publishing, and licensing to become a beloved international brand. Rovio's animated Angry Birds feature film is slated for July 1, 2016. www.rovio.com

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