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Relativity and Hasbro Team Up to Bring Stretch Armstrong to the Big Screen

Targeted for April 11, 2014 Release

BEVERLY HILLS, Calif.--(BUSINESS WIRE)-- Relativity Media has partnered with global branded play company [Hasbro, Inc.](#) [NASDAQ-HAS] to develop and produce a live-action tent-pole film based on Stretch Armstrong, the iconic action hero figure launched in the 1970s, it was announced today by Relativity's Co-President, Tucker Tooley and Hasbro's President and CEO, Brian Goldner.

Relativity will be the domestic distributor and will release the film internationally through its network of foreign output partners. The film is targeted for an April 11, 2014 release date.

The film will be produced by Relativity's CEO, Ryan Kavanaugh (*The Fighter*), Hasbro's Goldner (*Transformers*) and Bennett Schneur, Senior Vice President and Managing Director, Motion Pictures (*Battleship*). Tooley (*Immortals*) will serve as executive producer.

Hasbro has become an entertainment powerhouse by creating hit movies and television shows from its rich portfolio of world class brands. Since 2007, Hasbro's *Transformers* and *G.I. Joe* franchises have grossed nearly \$3 billion at the worldwide box office. 2012 is shaping up to be another stellar year for Hasbro with its partners Universal Pictures releasing *Battleship* in April and Paramount Pictures releasing *G.I. Joe: Retaliation* in June. In television, Hasbro Studios produces shows like *Transformers Prime* and *My Little Pony: Friendship is Magic* that can be seen on the HUB television network in the U.S. and in more than 140 countries globally.

"We are absolutely thrilled to partner with Hasbro, a company whose global reach and ability to innovate has made them immensely successful in the arena of brand re-imagination-- as evidenced by their legacy of creating such franchises as *Transformers* and *G.I. Joe*," said Tooley, "We look forward to bringing Stretch Armstrong to audiences worldwide."

"Stretch Armstrong is a great example of Hasbro's rich portfolio of intellectual properties that we are continuing to develop globally," said Goldner, "We are excited to partner with Relativity on this movie as they are a growing and innovative studio."

Stretch Armstrong is the classic action hero figure first launched by Hasbro in 1976 and re-launched in the 90's, sold successfully throughout North America and in markets across the world. The original Stretch's unique design broke free of traditional action figures, as he could be stretched over and over and always returned back to his original size. The nostalgic toy is considered to be rare and collectible to this day.

Relativity recently released Oscar®-winner Steven Soderbergh's dynamic action-thriller *Haywire* in theatres. Looking ahead, Relativity will release the heart-pounding Navy SEAL action-thriller *Act of Valor* (in theatres February 24, 2012) and magical adventure comedy *Mirror Mirror* (in theatres March 16, 2012), starring Oscar®-winner Julia Roberts, Lily Collins, Nathan Lane, and Armie Hammer. The studio just wrapped production on the comedy *21 and Over* and is currently in pre-production on Nicholas Sparks' gripping love story *Safe Haven* and the international espionage thriller *Hunter Killer*.

ABOUT RELATIVITY MEDIA

Relativity Media is a next-generation studio engaged in multiple aspects of entertainment, including full-scale film and television production and distribution, the co-financing of major studio film slates, music publishing, sports management and digital media. Additionally, the company makes strategic partnerships with, and investments in, media and entertainment-related companies and assets.

To date, Relativity has produced, distributed, and/or structured financing for more than 200 motion pictures. Released films have accumulated more than \$17 billion in worldwide box office receipts. Relativity's recent films include: *Immortals*, *Tower*

Heist, Bridesmaids, Hop, Limitless, Anonymous, Machine Gun Preacher, Cowboys & Aliens, Battle: Los Angeles, Season of The Witch, Little Fockers, The Fighter, The Social Network, Salt, Despicable Me, Grown Ups, Dear John, It's Complicated, Couples Retreat and Zombieland. Upcoming films for Relativity include: *Haywire, Act of Valor, The Raven, Mirror Mirror, 21 Jump Street, American Reunion, and The Bourne Legacy.* Thirty-eight of the company's films have opened to No. 1 at the box office. Relativity films have earned 60 Oscar® nominations, including nods for *The Fighter, The Social Network, The Wolfman, A Serious Man, Frost/Nixon, Atonement, American Gangster* and *3:10 to Yuma.* Sixty-two of Relativity's films have each generated more than \$100 million in worldwide box-office receipts.

Relativity also owns and operates Rogue Pictures, a company that specializes in films targeted to the 13-25 year old audience, and RogueLife, Relativity's digital studio which is developing original content for the Web and creating sustainable online platforms and communities. RelativityREAL, Relativity's television arm, has 67 projects in production, including 17 original series that are currently airing or will air in the upcoming television season including *Police Women* for TLC, *Coming Home* for Lifetime and *The Great Food Truck Race* for Food Network. For additional information, please visit www.relativitymedia.com.

ABOUT HASBRO

[Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is www.hubworld.com. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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