



May 23, 2013

DeNA Extends Agreement with Hasbro to Develop G.I. JOE: BATTLEGROUND and Dungeons & Dragons Arena of War

SAN FRANCISCO--(BUSINESS WIRE)-- Following the successful initiative with Hasbro, Inc. (NASDAQ: HAS) on the release of *TRANSFORMERS: LEGENDS*, DeNA Co., Ltd. (Tokyo: 2432) announced today it is collaborating with Hasbro on two new free-to-play mobile games tied to the company's popular intellectual properties G.I. JOE and the Wizards of the Coast LLC brand Dungeons & Dragons.

In *G.I. JOE: BATTLEGROUND* players lead and assemble teams of iconic G.I. JOE heroes and COBRA villains to battle against each other. *Arena of War* puts players in the Forgotten Realms for a battle roleplaying game that combines questing, character leveling, and small team collaboration with the most engaging mobile game mechanics on the market, such as in-game events and massive multiplayer competitions. Both mobile games are being developed and published by DeNA and they will be available on the company's Mobage™ mobile social games platform later this year for Android, iPhone and iPad devices.

"Dungeons & Dragons and G.I. JOE are legendary IPs that have permeated popular culture," said Clive Downie, CEO for DeNA West. "Both properties offer our development teams unique opportunities to create fun, interactive entertainment experiences that we believe will appeal to the franchises' dedicated fan bases as well as casual mobile game players."

"DeNA brings an unprecedented amount of experience integrating social elements with immersive mobile gameplay, which is a natural fit for the expansion of the G.I. JOE and Dungeons & Dragons brands on mobile devices," said Mark Blecher, Senior Vice President of Digital Gaming at Hasbro.

To pre-register for *G.I. JOE: BATTLEGROUND* and receive a free exclusive in-game STORM SHADOW collectible character to join your team, please enter your email address on the game's website: <http://www.gijobattleground.com>.

Upgrade your character with a free Ultra Rare Power when you pre-register for *Arena of War*. To earn this exclusive offer, and to be alerted via email as soon as the game is available for free download, please visit: <http://www.dndarenaofwar.com>.

Assets are available to download via this link: <https://www.yousendit.com/download/WFJYaXROR0ZxRTM0WjVag>.

About DeNA

DeNA Co., Ltd. is a global leader in mobile Internet services focused on social games and e-commerce. DeNA operates the Mobage platform, which offers freemium mobile social games developed by DeNA and third-party developers on multiple user networks localized for the West, Japan, Greater China and Korea. Founded in 1999, DeNA is headquartered in Tokyo with offices and development studios in 10 countries and regions. DeNA is listed on the Tokyo Stock Exchange (2432). For more information, visit: dena.com.

About Mobage

The Mobage social games network and platform hosts over 80 first-party and third-party games that are available on the Apple App Store™ and Google Play™. Mobage features ~~ch~~apping apps including *Rage of Bahamut*, *Blood Brothers*® and *Ninja Royale*®, casual games such as *Zombie Farm*® and *Tiny Tower*, licensed intellectual properties such as *Marvel: War of Heroes*, and core games such as *HellFire* and *Warriors of Odin*. Mobage also hosts mobile social games in other languages via separate regional networks. Mobage offers developers access to a suite of features to enhance their development environment, including a payment API, production and marketing support and analytics tools. To learn more about Mobage, visit: <http://mobage.com>. For developers interested in publishing opportunities on Mobage, please visit: <https://developer.mobage.com>.

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 Wizards of the Coast

Wizards of the Coast LLC, a subsidiary of Hasbro, Inc. (NASDAQ:HAS), is the leader in entertaining the lifestyle gamer. Wizards' players and fans are members of a global community bound together by their love of both digital gaming and in-person play. The company brings to market a range of gaming experiences under powerful brand names such as MAGIC: THE GATHERING, DUNGEONS & DRAGONS, and KAIJUDO. Wizards is also a publisher of fantasy series fiction with numerous New York Times best-sellers. For more information about our world renowned brands, visit the Wizards of the Coast Web site at www.wizards.com.

Mobage is a registered trademark of DeNA Co., Ltd. in the United States and/or other jurisdictions. Apple, and App Store are trademarks of Apple Inc. Android and Google Play are trademarks of Google Inc. All other marks and names are trademarks of their respective companies.

DeNA

Lisa Revelli
Senior Public Relations Manager

lisa.revelli@dena.com

or

fortyseven communications
Chase Colasonno, 212-391-4707

DeNA@fortyseven.com

Source: DeNA Co., Ltd.

News Provided by Acquire Media