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Gameloft and Hasbro Team up in the Real and Virtual Worlds with LITTLEST PET SHOP

Gameloft unveils a new feature in its LITTLEST PET SHOP game App, where traditional toy play and digital play converge

PARIS, February 11, 2013 /PRNewswire/ --

Gameloft, a leading global publisher of digital and social games, and Hasbro, Inc. (NASDAQ: HAS) has unveiled a new digital integrated play feature, available today in the LITTLEST PET SHOP game App on iPhone, iPad, iPod touch and Android. This fun, innovative feature will allow players to collect a virtual version of the toy pets they've purchased directly on their smartphone or tablet and unlock extra virtual bonuses. The virtual pet collection feature is a supplement to the LITTLEST PET SHOP game application, which offers a fully immersive and entertaining experience in the LITTLEST PET SHOP world.

The result of a collaboration between branded play leader Hasbro and Gameloft, this new feature will allow users to interact with their toys and the digital game on smartphones and tablets in brand new ways. Each new LITTLEST PET SHOP pet purchased in stores will come with a special pet token inside the package that can be scanned from within the game using the camera on the smartphone or tablet. Players will receive gifts to use in the game for each special token they scan. Each token is unique to the pet purchased at retail. There are over 100 special tokens to collect.

The new virtual pet collection feature will allow players to complete their pet collection in a fun and *unique way and to bring their pets with them wherever they go.*

"We're proud to have implemented a gaming experience in our digital Littlest Pet Shop app that goes beyond rendering the toys in the game. Not only does our game offer players a fully immersive experience in the Littlest Pet Shop world, but it also gives their toy pets an added value that will complement the game on smartphones and tablets," states Karine Kaiser, VP Marketing & Licensing at Gameloft. *"Our partnership with Hasbro is a win-win situation. Each side brought their expertise-physical toys on one hand and the digital gaming world on the other-to create a rich and original product."*

"Through the companion app girls can immerse themselves into the digital Little Pet Shop world and continue to build their pet collections virtually" explains Samantha Lomow, Hasbro, SVP Global Marketing. *"We are expanding our digital activations with the a whole new level of integrated play and creating a way for new and existing fans to explore a whole new Littlest Pet Shop."*

For more information on the Companion App and the availability of toys with a special token, please visit:

<http://www.gameloft.com/lps>

About Gameloft:

A leading global publisher of digital and social games, Gameloft® has established itself as one of the top innovators in its field since 2000. Gameloft creates games for all digital platforms, including mobile phones, smartphones and tablets (including Apple® iOS and Android® devices), set-top boxes and connected TVs. Gameloft operates its own established franchises such as Asphalt®, Real Football®, Modern Combat, and N.O.V.A.: Near Orbit Vanguard Alliance®, and also partners with major rights holders including Marvel®, Hasbro®, FOX®, Mattel® and Ferrari®.

Gameloft is present on all continents, distributes its games in over 100 countries and employs over 5,000 developers.

Gameloft is listed on the Paris Stock Exchange (ISIN: FR0000079600, Bloomberg: GFT FP, Reuters: GLFT.PA). Gameloft's sponsored Level 1 ADR (ticker: GLOFY) is traded OTC in the US.

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY,

PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF, LITTLEST PET SHOP and G.I. JOE. 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 The Hub TV 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 <http://www.hasbro.com>.

Contact Media

Thomas Price

PR Manager, Gameloft

thomas.price@gameloft.com

+1-415-615-05-20

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