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## **Hasbro's TELEPODS Line Soars with One Million Figures Sold in under One Month since ANGRY BIRDS™ STAR WARS® II App Launch**

PAWTUCKET, R.I.--(BUSINESS WIRE)--

Hasbro,

Inc. (NASDAQ: HAS) announced today that it reached the milestone of one million TELEPODS

figures in consumers' hands around the globe. TELEPODS, the digital gaming platform for the mobile generation, launched with the new ANGRY BIRDSTM STAR WARS® II game from Rovio

Entertainment and Lucasfilm, which became available less than one month ago underscoring the success of this accomplishment and popularity of the innovative new platform. Hasbro's TELEPODS uses new technology to allow kids to play in two ways: in the physical space and through full and unprecedented integration into top-tier apps.

The ANGRY BIRDS STAR WARS® TELEPODS STAR DESTROYER set from Hasbro is part of a line featuring figures that can "teleport" into the ANGRY BIRDS STAR WARS II game from Rovio Entertainment and Lucasfilm. Hasbro announced one million TELEPODS figures are now in consumers' hands around the world just under one month since the app launched. (Photo: Business Wire)

Every copy of the ANGRY BIRDS STAR WARS II app includes a "TELEPODS" mode that allows users of smart devices with front-facing cameras to "teleport" their Angry Birds Star Wars TELEPODS figures into the game. For the first time in ANGRY BIRDS history players can

choose which characters they want to use to complete a level by using TELEPODS including Rebel Birds and Imperial Pigs. Fans download the app, tap the TELEPODS icon in the app, place one of the more than 30 ANGRY BIRDS STAR WARS figures on the included TELEPODS base, and then place the base on a smart device to immediately "teleport" that figure into the game. Players can also unlock new characters in the app with TELEPODS as well as an assortment of super powers, enhancing the digital gameplay experience.

"With one million TELEPODS figures in consumers' hands and counting, we are thrilled with the response from kids around the world to the new TELEPODS platform," said John Frascotti, Global Chief Marketing Officer, Hasbro. "We continue to work closely with entertainment leaders like Rovio and Lucasfilm to drive seamless physical to digital app integration with our TELEPODS platform and are excited by what the future holds for this innovative experience."

Consumers are already gearing up for the launch of ANGRY BIRDS GO!, a new app franchise recently revealed by Rovio that will also feature TELEPODS technology. A full line of TELEPODS enhanced figures and playsets are currently at retail in anticipation of the ANGRY BIRDS GO! app on December 11. Some of the one million figures around the globe that consumers have purchased include figures for the upcoming ANGRY BIRDS GO! title speaking to the excitement fans have for TELEPODS integration in a highly anticipated new game. Rovio will provide consumers with an exclusive first look to the new experience via a dedicated "COUNTDOWN TO ANGRY BIRDS GO!" app integrated with TELEPODS technology at the end of October. To learn more about the ANGRY BIRDS GO! product line from Hasbro, consumers can visit [www.Hasbro.com/AngryBirds](http://www.Hasbro.com/AngryBirds). Fans can also view the gameplay trailer for the Rovio app on Youtube and learn more about the game at <http://go.angrybirds.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](http://www.hasbro.com).

About Lucasfilm Ltd. Lucasfilm

Ltd., a wholly owned subsidiary of The Walt Disney Company, is a global leader in film, television and digital entertainment production. In addition to its motion-picture and television production operations, Lucasfilm's global activities include Industrial Light & Magic and Skywalker Sound, serving the digital needs of the entertainment industry for visual effects and audio post-production; LucasArts, a leading developer and publisher of interactive entertainment software worldwide; Lucasfilm Animation, which produces cutting-edge digital entertainment;

and Lucas Licensing which manages the global merchandising activities for Lucasfilm's entertainment properties including the legendary STAR WARS and INDIANA JONES franchises. Lucasfilm Ltd. is headquartered in northern California. Lucasfilm, the Lucasfilm logo, STAR WARS and related properties are trademarks and/or copyrights, in the United States and other countries, of Lucasfilm Ltd. and/or its affiliates. TM & © 2013 Lucasfilm Ltd. All rights reserved. All other trademarks and trade names are properties of their respective owners.

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](http://www.rovio.com)

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20131021005948/en/>

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