



## Backflip Studios Hatches DragonVale World on IOS and Android Devices

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BOULDER, Colo., Nov. 3, 2016 /PRNewswire/ -- Today Backflip Studios released DragonVale World, a magical new 3D mobile game inspired by the original chart-topping DragonVale. The game builds on the success of its beloved predecessor, and aims to invite a new wave of players to discover the fun and challenge of creating their own dragon parks. Players collect hundreds of incredibly detailed dragons in a beautiful landscape, meet new characters, unlock new regions, and send their dragons to help collect in-game rewards. The original DragonVale, which recently celebrated its fifth anniversary, is currently played in over 200 countries. It spent a full year on top grossing charts and has been downloaded over 40 million times, making it one of the world's most popular simulation games.

**DragonVale World** features many of the gameplay elements players love about the original DragonVale, while adding breathtaking 3D graphics, expanded environments, amazingly engaging animations and exciting new social features. Players can collect, feed, breed and show off more than 135 amazing new dragons and even customize those dragons with appearance-changing spells. The addition of compelling new social components lets players around the world trade valuable items like Lava Orbs and Frozen Dew. With many more fantastic features planned for the future, DragonVale World is truly a magical experience.

"Gamers from around the world love the original DragonVale, and many of them have been building their parks and hatching rare dragons for years," said Backflip Studios CEO Julian Farrior. "DragonVale World brings the mechanics of that game into a truly modern mobile gaming platform, offering players bigger and more beautiful dragons than ever before. The artwork, design and 3D graphics in the game are the best in the industry, and we can't wait for players to experience this world."

View and share DragonVale World's launch trailer: [https://youtu.be/OHPo\\_7MlaA](https://youtu.be/OHPo_7MlaA)

DragonVale World is FREE to download, features in-game purchases, and is available worldwide. Please note that a WiFi connection is required to play. Download the game in the Apple App Store and on Google Play: <http://bit.ly/2eHJy3X>

### About Backflip Studios

Backflip Studios develops and publishes absurdly fun mobile games for iOS and Android devices. The company's portfolio of top ranked games have been downloaded over 400 million times and are played by more than 10 million active users per month. Titles include hit franchises such as DragonVale, Paper Toss and Transformers: Earth Wars. The company is based in Boulder, Colorado and is a proud partner of Hasbro, Inc. (NASDAQ:HAS).

### About Hasbro

[Hasbro](#) (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. Learn more at [www.hasbro.com](http://www.hasbro.com), and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

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