



## Hasbro and Backflip Studios Release MY LITTLE PONY: PUZZLE PARTY, the Cutest Way to Play Match-3 on Mobile

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*The Mobile Puzzle Adventure Gallops onto all Android and iOS Mobile Devices Today*

BOULDER, Colo.--(BUSINESS WIRE)-- [Hasbro](#) and Backflip Studios (DragonVale, Transformers: Earth Wars, Paper Toss) today released MY LITTLE PONY: PUZZLE PARTY, a high-definition match-3 puzzle game featuring hundreds of pony puzzle adventures and the real voices of the Mane 6 from the "My Little Pony: Friendship is Magic" television series. The game allows players to recruit all of their favorite ponies, including Twilight Sparkle, Fluttershy, Applejack, Rainbow Dash, Rarity and Pinkie Pie as they use their unique "pony power-ups" to master magical levels throughout Equestria.

"My Little Pony is a brand beloved by generations of kids and adults," said Julian Farrior, CEO of Backflip Studios. "In partnership with Hasbro, MY LITTLE PONY: PUZZLE PARTY has been shaped into a unique and colorful game that's fun to play and includes all of the characters, storytelling and humor that makes the franchise so special."

MY LITTLE PONY: PUZZLE PARTY follows Backflip's TRANSFORMERS: EARTH WARS as the studio's second major release of 2016 to feature an iconic Hasbro brand.

"Through our strategic investment in Backflip Studios, the company continues to develop Hasbro's brands into successful mobile games," said Mark Blecher, Senior Vice President, Digital Gaming and Corporate Development at Hasbro. "MY LITTLE PONY: PUZZLE PARTY harnesses the magic of My Little Pony, bringing all the excitement and fun from the 'Friendship is Magic' television series to a game that Pony fans and casual gamers are both going to love to play."

MY LITTLE PONY: PUZZLE PARTY is free to download but features in-game purchases, and is available worldwide on Android and iOS. Please note that a WiFi connection is required to play.

### 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, which include hit franchises such as Transformers: Earth Wars, DragonVale, Paper Toss, NinJump, Spellfall, PlunderNauts, and Army of Darkness Defense, have been downloaded over 350 million times and are played by more than 33 million active users per month. The company is based in Boulder, Colorado. Hasbro, Inc. (NASDAQ: HAS) has a majority ownership stake in Backflip Studios.

### 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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