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## **Hasbro Studios and Mediaset, Italy's Leading Media Group, Reach Deal Covering Animated Series Based on Popular Brands**

### **Mediaset also Designated as Hasbro Exclusive Licensing Agent for Series-Related Merchandise in Italian Market**

LOS ANGELES, Jan 04, 2011 (BUSINESS WIRE) -- Hasbro Studios, the Los Angeles-based production and distribution division of [Hasbro, Inc.](#) (NASDAQ:HAS), has concluded an overall programming agreement with Mediaset, Italy's leading media group, to broadcast ***Transformers Prime, My Little Pony Friendship is Magic, G.I. Joe Renegades, The Adventures of Chuck and Friends*** and ***Pound Puppies*** on its multiple channels, it was announced today.

A significant component of the deal, which launches in the fourth quarter of 2011, will have Mediaset also serving as Hasbro's exclusive licensing agent for merchandise in the Italian market related to the five flagship programs successfully reinvented, re-imagined and reignited for television. Additionally, the licensing deal will cover Hasbro's popular Monopoly, Trivial Pursuit and Littlest Pet Shop brands.

Licensing Mediaset has been successfully operating for more than ten years in the Italian market with the most successful and prestigious TV brands.

*"Mediaset is Italy's leading media group and the perfect strategic partner for us in this key territory,"* Hasbro Studios President Stephen Davis said. *"We look forward to a long and productive relationship."*

**About Mediaset Group:** The Mediaset Group is Italy's leading television broadcaster and one of Europe's biggest media companies. The Group's main company, Mediaset Spa, is listed on the Milan Stock Exchange since July 1996. Mediaset also owns a 50.1% controlling stake in the Telecinco Group, which is listed on the Madrid stock exchange. Along with Goldman Sachs and Cyrté Fund, the Mediaset Group has a controlling stake in Endemol, the Dutch production company and world format leader. Since 2004 Mediaset Group has begun broadcasting its programmes in a digital format. Through this signal broadcasting system, the Group can offer highly useful services to its viewers and it make possible to exploit 'premium' content through an innovative pay TV system.

**About Hasbro Studios:** Hasbro Studios is the Los Angeles-based production division of Hasbro, Inc. (NASDAQ: HAS). The studio develops and produces shows based on Hasbro's world class brands, including TRANSFORMERS, MY LITTLE PONY and GI JOE; delivers new branded content; and produces programs from top third-party content creators. Many of these shows will run on The Hub, a television network for children and their families that was re-branded from Discovery Kids on October 10, 2010, as well as on multiple channels in international markets. The Hub is a joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK).

SOURCE: Hasbro, Inc.

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