



Hasbro Announces New Leadership for Wizards of the Coast

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Chris Cocks Joins as President of Wizards of the Coast from Microsoft

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) today announced that Greg Leeds has resigned as President of Wizards of the Coast, and will be replaced by Chris Cocks who joins the company from Microsoft. Wizards of the Coast, a subsidiary of Hasbro, offers games and entertainment under world-renowned brands such as MAGIC: THE GATHERING, DUNGEONS & DRAGONS, and DUEL MASTERS. Leeds has served as the President of Wizards of the Coast since 2008, and started at Hasbro in 2001. He will stay on to ensure a smooth transition to Cocks, who will officially join the team in Seattle on June 6.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160411006121/en/>



Chris Cocks - President, Wizards of the Coast (Photo: Business Wire)

"We are incredibly thankful to Greg for the tremendous contributions he has made to Hasbro, especially during his time leading Wizards of the Coast," said John Frascotti, President, Hasbro Brands. "Today, thanks to Greg's commitment and passion, Wizards of the Coast's brands are stronger than ever. Though MAGIC: THE GATHERING was introduced more than 20 years ago, it is more relevant and popular today than it's ever been, with a record number of people around the world playing the game and participating in MAGIC organized play events."

Leeds will be replaced by Chris Cocks, who most recently served as Vice President, OEM Technical Sales at Microsoft Corporation, where he led a global sales and technical engagement team. Prior to his eight-year tenure with Microsoft, Chris served as Vice President of Educational Games at LeapFrog, where he led a cross-discipline team to drive hardware planning, software design and development, marketing and channel management. He began his career in brand management at Procter & Gamble and served in product management and marketing leadership positions in Xbox and MSN, including work on hit franchises like Halo and Fable, prior to joining Leapfrog. Cocks is an avid player and fan of Wizards of the Coast brands, including MAGIC: THE GATHERING and DUNGEONS & DRAGONS.

"We're very excited to welcome Chris to the Wizards of the Coast family," said Frascotti. "As an avid fan and player with extensive digital experience, I'm confident Chris is the right person to help us build on the tremendous momentum around our brands and take the franchise to the next level by delivering exciting new experiences to our growing and passionate fan base around the world."

About Hasbro

[Hasbro](#) (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and consumer products licensing, Hasbro fulfills the fundamental need for play and connection with children and families around the world. The Company's Hasbro Studios and its film label, ALLSPARK PICTURES, create entertainment brand-driven storytelling across mediums, including television, film, digital and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

About Wizards of the Coast, LLC

Wizards of the Coast LLC, a subsidiary of Hasbro, Inc. (NASDAQ:HAS), is the leader in entertaining the lifestyle gamer. Wizards' players and fans are members of a global community bound together by their love of both digital gaming and in-person play. The company brings to market a range of gaming experiences under powerful brand names such as MAGIC: THE GATHERING, DUNGEONS & DRAGONS, and DUEL MASTERS. Wizards is also a publisher of fantasy series fiction with numerous New York Times best-sellers. For more information about our world renowned brands, visit the

Wizards of the Coast Web site at www.wizards.com.

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