Paramount Pictures and Hasbro Combine Forces to Establish Cross-Property Film Universe

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Overall Deal Includes Hasbro Properties G.I. Joe, Micronauts, Visionaries, M.A.S.K. and ROM

HOLLYWOOD--(BUSINESS WIRE)-- Paramount Pictures and Hasbro, Inc. announced a groundbreaking deal today to collaborate on feature films for five of Hasbro's iconic properties. Under the agreement, Paramount and Allspark Pictures, Hasbro's film label, will establish a cross-property interconnected onscreen universe, featuring the deep stories and great characters from Hasbro brands G.I. Joe, Micronauts, Visionaries, M.A.S.K. (Mobile Armored Strike Kommand) and ROM.

"Paramount and Hasbro have had a longstanding relationship and we're proud of the success we've enjoyed on the 'TRANSFORMERS' and 'G.I. JOE,' franchises," said Brad Grey, Chairman and CEO of Paramount Pictures. "We're excited to grow our agreement and make even more movies based upon these popular and powerful Hasbro characters and their worlds."

Allspark Pictures, Hasbro's film label, will produce the films and Brian Goldner (Chairman, President and CEO, Hasbro), Stephen Davis (Executive Vice President and Chief Content Officer, Hasbro), and Josh Feldman (Head of Film Development, Hasbro) have worked closely with Paramount in shaping the interconnected universe for the properties. To develop the creative roadmap for G.I. Joe, Micronauts, Visionaries, M.A.S.K. (Mobile Armored Strike Kommand) and ROM, Hasbro and Paramount will assemble a writer's room which will include some of the most notable creative talent in Hollywood

"Hasbro and Allspark Pictures put storytelling at the center of everything that we do. These brands are filled with memorable stories and vivid characters, and this Universe creates a framework for how they will become interconnected," said Brian Goldner, Chairman, President and CEO of Hasbro. "Extending our partnership with Paramount allows us to continue our long-term strategy and overall vision to build dynamic worlds for all of our brands, and we are thrilled to collaborate with them as we develop these properties."

Rob Carlson of WME represented Hasbro in this deal.

The Paramount and Hasbro partnership is responsible for the worldwide blockbuster success of the "TRANSFORMERS" franchise, which has earned $3.8 billion to-date, and whose films, directed by Michael Bay, are amongst the highest grossing movies of all time; and the "G.I. JOE" franchise, which have earned more than $675 million worldwide.

About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIAB, VIA), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Television, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

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 lifestyle 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).

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