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Netflix and Hasbro Announce Expanded Multi-Year Kids Programming Agreement

New Hasbro Studios Shows Littlest Pet Shop and Kaijudo: Rise of the Duel Masters Soon Available in U.S. and Canada to Watch Instantly

BEVERLY HILLS, Calif. and PAWTUCKET, R.I., April 11, 2013 /PRNewswire/ -- Netflix, Inc. (Nasdaq: NFLX) and Hasbro, Inc. (NASDAQ: HAS) today announced an expanded agreement making two of the hottest new Hasbro Studios shows, *Littlest Pet Shop* and *Kaijudo: Rise of the Duel Masters*, available to Netflix members in the U.S. *Kaijudo* is available now and *Littlest Pet Shop* will be available summer 2013.

(Photo: <http://photos.prnewswire.com/prnh/20130411/SF92836>)

(Logo: <http://photos.prnewswire.com/prnh/20101014/SF81638LOGO>)

Through this agreement, Netflix becomes the exclusive over the top streaming subscription destination in the US for five of Hasbro Studios most popular shows — *My Little Pony Friendship is Magic*, *Transformers Prime*, *Transformers Rescue Bots*, *Kaijudo: Rise of the Duel Masters*, and *Littlest Pet Shop*. New seasons of each of the shows will be available for members to watch instantly one month after their finale airs on The Hub Network.

Popular Hasbro titles are now available to Canadian members for the first time, including *My Little Pony Friendship is Magic*, *Transformers Prime*, *Pound Puppies* and *The Adventures of Chuck & Friends*. Additional shows will become available in Canada throughout 2013 including *Transformers Rescue Bots*, *Kaijudo: Rise of the Duel Masters* and *Littlest Pet Shop*.

"The success of Hasbro Studios content on Netflix has been remarkable and we are proud to add more shows and extend our relationship throughout North America," said Ted Sarandos, Chief Content Officer, Netflix. "In a very competitive field, Hasbro Studios has risen to become a major content player with shows that kids watch and families trust."

"Through our *Littlest Pet Shop* and *Kaijudo* expanded relationship with Netflix we look to bring even more Hasbro Studios shows to additional geographies reaching an expanded audience," said Hasbro Studios President Stephen Davis. "We are making Hasbro Studios award-winning content, engaging storytelling and beloved characters available for viewers to enjoy anytime, anywhere and on all platforms."

In 2012, Netflix members streamed more than 2 billion hours of kids content. Always commercial free, the content in the kids section of Netflix was curated in conjunction with ratings and reviews from Common Sense Media, a leading non-profit organization that provides independent, trustworthy ratings, reviews and information to help parents make great media choices. In addition to character-based selections, the service displays rows of TV shows and movies organized by easy-to-understand genres such as superheroes, princesses, dinosaurs and girl power. The unique Netflix technology provides each member with a personalized experience based on preferences and favorites.

About Netflix

Netflix is the world's leading Internet television network with more than 33 million members in 40 countries enjoying more than one billion hours of TV shows and movies per month, including Netflix original series. For one low monthly price, Netflix members can watch as much as they want, anytime, anywhere, on nearly any Internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments. Learn more about how Netflix (NASDAQ: NFLX) is pioneering Internet television at www.netflix.com or follow Netflix on [Facebook](#) and [Twitter](#).

About Hasbro Studios

Hasbro Studios is the Los Angeles-based entertainment division of Hasbro, Inc. (NASDAQ: HAS). The studio drives

entertainment brand-driven storytelling for the company and is responsible for all television, film, commercial productions and short-form multi-platform content across all traditional and digital media. It develops and produces TV shows based on Hasbro's world class brands, including TRANSFORMERS, MY LITTLE PONY, LITTLEST PET SHOP and SCRABBLE. Many of these shows air on The Hub, a U.S. television network for kids and their families, and in more than 170 countries globally. The Hub is a joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). The studio is also comprised of the Film Group, which develops films based on Hasbro's world class brands, including TRANSFORMERS 4 (Paramount), STRETCH ARMSTRONG (Relativity Media) and CANDY LAND (Sony), and oversees commercials and short-form content production.

SOURCE Netflix, Inc.

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