



January 7, 2013

Hasbro and PopCap Announce New Face-to-Face Games Based on the Hit Franchise Bejeweled

First-Ever Physical Bejeweled Games Coming in Early 2013

SEATTLE--(BUSINESS WIRE)-- Today, [Hasbro, Inc.](#) (NASDAQ: HAS), a global leader in gaming, and PopCap Games, maker of some of the world's most popular video game franchises and a division of EA, announced a licensing deal to bring some of PopCap's blockbuster properties into a new world of face-to-face games developed by Hasbro. Through this agreement, Hasbro has obtained the license to develop and distribute a wide range of physical games based on PopCap's properties, including *Bejeweled*.

"Hasbro shares PopCap's vision and commitment to high quality and endlessly enjoyable game play," said Brennan Townley, Director of Brand Licensing at PopCap Games. "We're thrilled to work with Hasbro to create unique game experiences around PopCap's intellectual properties that expand our brands in authentic, meaningful ways."

"PopCap has created some of the most popular, unique and enduring video game franchises of all time, and we are excited to help bring these properties to the analog world," said Jonathan Berkowitz, Vice President of Marketing for Hasbro Gaming. "We can't wait to give consumers around the globe all new ways to play and interact with their favorite PopCap brands."

Hasbro will introduce two games in the spring of 2013 based on PopCap's incredibly popular *Bejeweled* game, which has sold more than 50 million digital units worldwide. The new physical games also include digital values for online *Bejeweled* players, such as a download of the *Bejeweled 3* computer game. In Hasbro's new BEJEWELED game, players bring the PopCap video game of the same name to life by swapping gems on the game board to match 3 or more to win. Purchase of the Hasbro game also includes an exclusive code for players to download the *Bejeweled 3* computer game. Hasbro's BEJEWELED FRENZY game is a fast-paced card game that challenges players to match gems and build stacks of cards as fast as they can. Purchase of the BEJEWELED FRENZY game also includes a code for players ages 13+ with a valid Facebook account to redeem four Rare Gems to use in the *Bejeweled Blitz* online game.

About PopCap

PopCap Games is the leading global developer, publisher and operator of casual video games: fun, easy-to-learn, captivating games that appeal to all ages across PC, mobile, social and other platforms. Based in Seattle, Washington, PopCap was founded in 2000, was acquired by Electronic Arts in 2011, and has a worldwide staff of more than 400 people in Seattle, San Francisco, Vancouver, B.C., Seoul, Shanghai and Tokyo. PopCap's games have been downloaded over 1.5 billion times by consumers worldwide, and its flagship franchise, *Bejeweled*[®], has sold more than 50 million units.

About Hasbro

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative, well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Company's Hasbro Studios develops and produces television programming for markets around the world. The Hub TV Network is part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), in the U.S. Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.

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Source: Hasbro, Inc.

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