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Hasbro Teams Up with Rovio Entertainment and Lucasfilm for New ANGRY BIRDS™ STAR WARS® Line

PAWTUCKET, R.I.— October 8, 2012 - Hasbro, Inc. (NASDAQ: HAS) has announced today it has entered into agreement with LucasFilm to manufacture and globally market a variety of products based on the newly launched *STAR WARS* edition of the wildly popular ANGRY BIRDS mobile game from Rovio Entertainment. The new ANGRY BIRDS *STAR WARS* line from Hasbro will launch in the beginning of November 2012.

Hasbro will introduce the line with several new toys based on the ANGRY BIRDS *STAR WARS* property including the AT-AT ATTACK BATTLE GAME. The line will also feature new products based on a variety of existing Hasbro properties including the popular JENGA brand and the recently re-launched KOOSH brand, to introduce new play experiences featuring iconic *STAR WARS* characters re-imagined as high-flying ANGRY BIRDS and villainous pigs.

"We've developed a selection of innovative toys and games featuring ANGRY BIRDS *STAR WARS* that delivers new ways to play for fans of these two great franchises," said John Frascotti, Chief Marketing Officer for Hasbro. "We're proud of our heritage of delivering *STAR WARS* toys that have entertained generations of kids and we're excited to offer fans of both *STAR WARS* and ANGRY BIRDS the opportunity to experience their favorite characters and icons in exhilarating new ways."

The ANGRY BIRDS *STAR WARS* line from Hasbro will feature the following products in 2012 with more planned for 2013:

ANGRY BIRDS™ STAR WARS® BATTLE GAMES Line

New from Hasbro – the ANGRY BIRDS *STAR WARS* app comes to life! The new line of Hasbro toys captures all the launching and destroying fun of the app in physical form and features your favorite *STAR WARS* characters re-imagined as high-flying ANGRY BIRDS and villainous pigs! Stack up signature *STAR WARS* structures and vehicles, then use your LIGHTSABER LAUNCHER to launch your ANGRY BIRDS and destroy them! Each battle game sold separately.

ANGRY BIRDS™ STAR WARS® AT-AT ATTACK BATTLE GAME

Stack, launch, and destroy with the AT-AT ATTACK BATTLE GAME, which includes 21 blocks to create the signature AT-AT, a LIGHTSABER LAUNCHER and 12 ANGRY BIRDS *STAR WARS* figures — including two that are exclusive to this set! Players can also unlock ANGRY BIRDS *STAR WARS* content in-app with a special code in each pack. Approximate retail price: \$39.99; Ages: 5 & up.

ANGRY BIRDS™ STAR WARS® BATTLE GAME PACKS

Stack, launch and destroy with these packs, which each feature three characters (one exclusive to the set), a LIGHTSABER LAUNCHER, and signature pieces to create an Imperial Pig structure for your ANGRY BIRDS to knock down. Choose from DARTH VADER'S LIGHTSABER, JABBA'S PALACE, and FIGHT ON TATOOINE. Players can also unlock ANGRY BIRDS *STAR WARS* content in-app with a special code in each pack. Approximate retail price: \$14.99; Ages: 5 & up. Each sold separately.

ANGRY BIRDS™ STAR WARS® EARLY ANGRY BIRDS Package

Celebrate the original Kenner *Star Wars* Early Bird package with this special pack that introduces ANGRY BIRDS *STAR WARS*! Just like the original *Star Wars* Early Bird pack from 1977, this pack features the same four characters from the movie saga... well, sort of. This time our Rebel heroes have beaks, wings and a bad attitude about the Empire's evil pigs. So take aim with

your Lightsaber and launch into the fun of ANGRY BIRDS STAR WARS! The ANGRY BIRDS STAR WARS EARLY ANGRY BIRDS package includes R2-D2 EGG, LUKE SKYWALKER BIRD, PRINCESS LEIA BIRD, CHEWBACCA BIRD, 2 blocks, and 1 Lightsaber Launcher. Approximate retail price: \$9.99; Ages: 5 & up.

ANGRY BIRDS™ STAR WARS® Mystery Bags

For a surprise, pick up ANGRY BIRDS STAR WARS Mystery Bags, which offer two figures — the perfect way to build up your collection of ANGRY BIRDS STAR WARS characters! Approximate retail price: \$2.99; Ages: 5 & up. Each sold separately.

ANGRY BIRDS™ STAR WARS® JENGA GAMING Line

ANGRY BIRDS™ STAR WARS® JENGA DEATH STAR Game

Get ready to unleash the birds to destroy the Death Star and in the new ANGRY BIRDS STAR WARS JENGA DEATH STAR game! Take turns trying to topple the Empire in an intergalactic battle. Pull back the X-Wing Fighter to launch an epic squawk attack with LUKE SKYWALKER, HAN SOLO or CHEWBACCA birds. Knock the pigs' block off and explode the Death Star. Players can also unlock ANGRY BIRDS STAR WARS content in-app with a special code in each pack. Approximate Retail Price: \$29.99; Recommended Age: 8 and up; Players: 1-2.

ANGRY BIRDS™ STAR WARS® JENGA LAUNCHERS Game

Expand the battle and try to wipe out the enemy pigs with new ANGRY BIRDS STAR WARS-themed launcher sets, just like in the app! In each round, players decide who will be the builder and who will be the launcher. Choose HOTH™ to set up ice blocks and take turns bombarding an Imperial pig in the frozen terrain. Or, take down the porky kingpin with the Millennium Falcon launcher in the sandblasted terrain of TATOOINE™. Players can also unlock ANGRY BIRDSTAR WARS content in-app with a special code in each pack. Approximate Retail Price: \$14.99, Recommended Age: 8 and up; Players: 1-2.

ANGRY BIRDS™ STAR WARS® KOOSH Launchers

Blast into a galaxy far, far away with the new KOOSH ANGRY BIRDS STAR WARS collection! Combining the soft, active fun of KOOSH with the characters from the ANGRY BIRDS STAR WARS app, the new KOOSH collection is light years ahead of its time and designed for indoor and outdoor imaginative play. With ball launchers inspired by iconic heroes LUKE SKYWALKER and HAN SOLO and collectible KOOSH Faceballs featuring favorite characters, the KOOSH ANGRY BIRDS STAR WARS collection is out of this world!

KOOSH ANGRY BIRDS™ STAR WARS® JEDI Slingshot

Kids can 'use the Force' and transform into heroic Jedi Knights with the easy-to-use KOOSH ANGRY BIRDS STAR WARS JEDI Slingshot. With one swift pull and release of the sling, they can launch the LUKE SKYWALKER Bird Faceball at the DARTH VADER Pig target. Comes complete with one LUKE SKYWALKER Bird Faceball and one DARTH VADER Pig target. Approximate Retail Price: \$14.99; Ages 4 years & up.

KOOSH ANGRY BIRDS™ STAR WARS® GALACTIC EMPIRE Faceball Refill 3-Pack

Kids can create their own IMPERIAL ARMY and keep their KOOSH ANGRY BIRDS STAR WARS ball launcher ready for galactic action with the collectible DARTH VADER and STORMTROOPER Pig Faceballs. Collect them all! Each pack sold separately. Approximate Retail Price: \$6.49; Ages 4 years & up.

KOOSH ANGRY BIRDS™ STAR WARS® MILLENNIUM FALCON HEROES Faceball Refill 3-Pack

Kids can join the REBEL BIRD ALLIANCE and add galactic fun to their KOOSH ANGRY BIRDS STAR WARS ball launcher with the collectible HAN SOLO, PRINCESS LEIA and CHEWBACCA Bird Faceballs. Collect them all! Each pack sold separately. Approximate Retail Price: \$6.49; Ages 4 years & up.

KOOSH ANGRY BIRDS™ STAR WARS TATOOINE HEROES Faceball Refill 3-Pack

Armed with their KOOSH ANGRY BIRDS STAR WARS ball launcher, kids can take on the EMPIRE and save the galaxy with the collectible LUKE SKYWALKER, OBI-WAN KENOBI and C-3PO Bird Faceballs. Collect them all! Each pack sold separately. Approximate Retail Price: \$6.49; Ages 4 years & up.

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. © 2012 Hasbro, Inc. All Rights Reserved.

About LucasFilm:

Lucasfilm Ltd. Is one of the world's leading film and entertainment companies. Founded by George Lucas in 1971, it is a privately held, fully-integrated entertainment company. In addition to its motion-picture and television production operations, the company's global activities include Industrial Light & Magic and Skywalker Sound, serving the digital needs of the entertainment industry for visual-effects and audio post-production; LucasArts, a leading developer and publisher of interactive entertainment software worldwide; Lucas Licensing, which manages the global merchandising activities for Lucasfilm's entertainment properties; Lucasfilm Animation, which is currently producing content for film and television, including Star Wars: The Clone Wars, a CG-animated half-hour television series; and Lucas Online creates Internet-based content for Lucasfilm's entertainment properties and businesses. Additionally, Lucasfilm Singapore, produces digital animated content for film and television, as well as visual effects for feature films and multi-platform games. Lucasfilm's motion-picture productions include three of the 20 biggest box-office hits of all time and have received 19 Oscars and more than 60 Academy Award nominations. Lucasfilm's television projects have won 12 Emmy Awards. Lucasfilm Ltd. Is headquartered in San Francisco, Calif.

About Rovio Entertainment:

Rovio is an industry-changing entertainment media company headquartered in Finland, and the creator of the globally successful Angry Birds franchise. Angry Birds, a casual puzzle game, became an international phenomenon within a few months of its release, and is now the number one paid app of all time. Following this success in mobile gaming, Angry Birds has expanded rapidly in entertainment, publishing, and licensing to become a beloved international brand. www.rovio.com

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