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Hasbro Launches KRE-O Cityville® Invasion, Innovative Construction Line Featuring New Sonic Motion Technology

Kids will be Wowed by Zany New Characters, Movement and KRE-O CITYVILLE INVASION App from ZYNGA®

Pawtucket, R.I. – August 1, 2013 – Dr. Mayhem's henchmen are invading and it's up to builders nationwide to keep their city creations safe! Hasbro, Inc. (NASDAQ: HAS), in collaboration with Zynga® (NASDAQ: ZNGA), expands its popular KRE-O construction line with the introduction of the KRE-O CITYVILLE® INVASION collection, brick-based sets which turn ordinary cityscapes into madcap environments where builders' imaginations can run as wild as Dr. Mayhem. In addition to mischievous new KREON figures including zombies, gorillas, and vampires, several of the KRE-O CITYVILLE INVASION sets include playful sounds and SONIC MOTION TECHNOLOGY, a unique new innovation to the construction category.

In each KRE-O CITYVILLE INVASION building set equipped with SONIC MOTION TECHNOLOGY, sound waves trigger specific movements in special KRE-O bricks creating a fun action scene filled with KREON figures spinning, shuffling, and swimming into action! Fans can watch as the helicopter included in the SKYSCRAPER MAYHEM set spins to life or AMY APEKEEPER chases after ZAPE the gorilla before he demolishes the city.

"The introduction of KRE-O CITYVILLE INVASION brings a wonderful diversity and playfulness to the construction aisle with its quirky backstory and technological advancements," said Kim Boyd, Senior Director Global Brand Marketing, Hasbro, Inc. "Together with Zynga, we're thrilled to give building fans a whole new way to play, both online with the immersive CITYVILLE INVASION app and in physical form as SONIC MOTION TECHNOLOGY makes KRE-O brick-based creations come to life."

The building fun continues digitally with the free ZYNGA KRE-O CITYVILLE INVASION app, developed with kids in mind and available now on the Apple Store or Google Play. As Commanding General of the CITYVILLE S.O.S (Special Operations Squad), players deploy KREON heroes to defend their city from Dr. Mayhem's destruction. Special bonus defenses and new buildings to add to each in-game city are awarded to players as they advance in the game. All of the KRE-O CITYVILLE INVASION construction sets also include digital values to help enhance players' online game play.

KRE-O CITYVILLE INVASION sets are available at most major retailers nationwide and HasbroToyShop.com. For more information on KRE-O CITYVILLE INVASION, visit:

hasbro.com/kre-o. Highlights from the 2013 KRE-O CITYVILLE INVASION collection include:

KRE-O CITYVILLE INVASION SKYSCRAPER MAYHEM Building Set

(HASBRO/Ages 7 years & up /Approx. Retail Price: \$39.99/Available: Fall 2013)

Out of the zoo and into trouble. A rampaging gorilla has escaped the KRE-O CITYVILLE zoo and is wreaking havoc downtown. Will the KREON CITYVILLE citizens be able to stop him? KRE-O CITYVILLE INVASION SKYSCRAPER MAYHEM building set includes 431 KRE-O pieces needed to build a skyscraper with breakaway windows, helicopter with SONIC MOTION rotors and zookeeper capture vehicle. Comes complete with seven KREON figures and an additional mystery KREON: VANCE VALOR, DR. MAYHEM, BANANA BOY, TN TEETER, AMY APEKEEPER, COLONEL BULLET and ZAPE the evil gorilla. Includes an exclusive QR Code to unlock a KREON character in the CITYVILLE INVASION app. Set requires 3 AAA batteries, not included. KRE-O CITYVILLE INVASION app content for ages 9 years & up.

KRE-O CITYVILLE INVASION POLICE STATION ZOMBIE DEFENSE Building Set

(HASBRO/Ages 7 years & up/Approx. Retail Price: \$24.99/Available: Fall 2013)

Zombie KREON figures walk the night in the KRE-O CITYVILLE INVASION POLICE STATION ZOMBIE DEFENSE Building Set. Zombies storm the police station as SERGEANT BAKER and DEPUTY STRONG try to contain the outbreak. SONIC MOTION TECHNOLOGY brings zombie figures, rotating turret and spinning station beacon to life. Set contains 270 pieces, including five KREON figures and an additional mystery KREON. Includes an exclusive QR Code to unlock a KREON character in the CITYVILLE INVASION app. Set requires 3 AAA batteries, not included. KRE-O CITYVILLE INVASION app content for ages 9 years & up.

KRE-O CITYVILLE INVASION HAUNTED HIDEAWAY Building Set

(HASBRO/Ages 7 years & up/Approx. Retail Price: \$24.99/Available: Fall 2013)

Something wicked this way comes as spiders and spooky KREON figures roam about in the KRE-O CITYVILLE INVASION HAUNTED HIDEAWAY building set. The spirit figures help a vampire KREON figure protect DR. MAYHEM's evil hideaway. Fans can construct the haunted house, paranormal vehicle and graveyard using the 317 pieces included. SONIC MOTION TECHNOLOGY animates the ramp and the KREON figures. Set includes: BARON BATCAKES, SKELETRON, IAN A. ALLEN, AGENT HOLSTER and an additional mystery KREON figure. Includes an exclusive QR Code to unlock a KREON character in the CITYVILLE INVASION app. Set requires 3 AAA batteries, not included. KRE-O CITYVILLE INVASION app content for ages 9 years & up.

KRE-O CITYVILLE INVASION MARINA MADNESS Building Set

(HASBRO/Ages 6 years & up /Approx. Retail Price: \$19.99/Available: Fall 2013)

The KRE-O CITYVILLE INVASION MARINA MADNESS building set brings action and danger to the marina where a SONIC MOTION enabled shark figure is on the loose. Using the 206 KRE-O pieces included, builders can construct the marina, fishing boat, shark transport vehicle, crane and spear projectile. RAY MANTA, SERGEANT SPLASH, DOCKHAND RUSTY AND LT. MARI TIME KREON figures team up to capture the aquatic predator SHARKTOOTH before he destroys the area. Will they get him in time? Includes an exclusive QR Code to unlock a KREON character in the CITYVILLE INVASION app. Set requires 3 AAA batteries, not included. KRE-O CITYVILLE INVASION app content for ages 9 years & up.

KRE-O CITYVILLE INVASION FIRE STATION DRAGON ATTACK Building Set

(HASBRO/Ages 6 years & up/Approx. Retail Price: \$16.99/Available: Fall 2013)

The mercury is rising fast as a fearsome dragon is burning things up at the KRE-O CITYVILLE INVASION FIRE STATION! When used with the SONIC MOTION bricks (not included – sold separately in KRE-O SONIC MOTION brick technology sets), firemen run to protect the fire station from an attacking dragon. JOHNNY SMOKE, SUE FLAMES, LT CRISP and SULFER the dragon KREON figures are included, plus an additional mystery KREON figure and MOTION BRICK for a total of 177 pieces to create the KRE-O CITYVILLE INVASION FIRE STATION and fire truck. Includes an exclusive QR Code to unlock a KREON character in the CITYVILLE INVASION app. KRE-O CITYVILLE INVASION app content for ages 9 years & up.

About Hasbro

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF, LITTLEST PET SHOP and G.I. JOE. 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 play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 170 markets around the world, and for the U.S. on The Hub TV Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). 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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About Zynga Inc.

Zynga Inc. is a leading provider of social game services, which include Zynga Poker, Words With Friends, Scramble With Friends, Gems with Friends, Draw Something, FarmVille, FarmVille2, ChefVille, CityVille, Bubble Safari and Ruby Blast. For the quarter ended June 30, 2013, Zynga had approximately 187 million monthly active users playing its games. Zynga's games are available on a number of global platforms, including Facebook, Zynga.com, Apple iOS and Google Android. Zynga is headquartered in San Francisco, Calif. Learn more about Zynga at blog.zynga.com or follow us on Twitter and Facebook.

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