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Hasbro Scores a Direct "Hit" in 2012 with Gaming and Toys from Universal Pictures' BATTLESHIP, the Upcoming Epic Action-Adventure Inspired by the Iconic Brand

New Games, KRE-O Building Sets and Licensed Goods Put Kids Into the Action of the Eagerly Anticipated Movie Event

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro](#), Inc. (NASDAQ: HAS), the global branded play company will turn another one of its timeless brands into a multimedia entertainment property this year with the release of Universal Pictures' epic action-adventure *BATTLESHIP*. Hasbro will augment the experience of the hotly anticipated film directed by Peter Berg with an action-packed line of *BATTLESHIP*-themed toys — both in the gaming realm, where the *BATTLESHIP* brand originated, and in a brand new line of KRE-O building sets — as well as an expansive line of licensed goods. *BATTLESHIP* opens in theaters nationwide on May 18.

BATTLESHIP unfolds across the seas, in the skies and over land as our planet fights for survival against a superior force. Inspired by Hasbro's classic naval combat game, *BATTLESHIP* stars Taylor Kitsch, Alexander Skarsgård, Brooklyn Decker, Tadanobu Asano and Liam Neeson, as well as global recording superstar Rihanna, who makes her feature film debut. In addition to the summer event film, the action of *BATTLESHIP* will spring to life in 2012 through a variety of innovative new games, toys, digital experiences and licensed goods.

"For the first time, families will truly be able to immerse themselves in the *BATTLESHIP* brand," said John Frascotti, Chief Marketing Officer of Hasbro, Inc. "Hasbro, along with Universal Pictures, is bringing the iconic head-to-head combat game to the big screen, and our range of games and line of KRE-O building sets will bring that action to life in new and innovative ways, offering families a complete *BATTLESHIP* experience in 2012."

From Hasbro, the CLASSIC *BATTLESHIP* MOVIE EDITION GAME lets players battle aliens straight from the movie for the first time! Players choose to command either the Navy or Alien fleet, each with their own unique ships, and unleash brand new super weapon cards to destroy their opponent with attacks like those from the big screen! Packaged in a unique combat case perfect for travel, the battle can rage on anytime and anywhere. For even more action that's straight from the movie, the DELUXE *BATTLESHIP* MOVIE EDITION features electronic lights and sounds that bring gaming to life as players use their super weapons for special attacks. Also joining the Hasbro line-up in 2012 is the new *BATTLESHIP: HIDDEN THREAT* Card Game, which lets players attack and defend like in the classic *BATTLESHIP* game, but in a convenient card game format. The *BATTLESHIP* brand will also invade the construction toy aisle this spring with KRE-O *BATTLESHIP* building sets, which let kids build iconic vehicles like the Battleship *USS Missouri*, as well as vehicles from the evil invading alien fleet. Construction fans will be able to build tanks, ships, and helicopters made of KRE-O bricks to battle the aliens on sea, land, or in the air!

Also joining with Hasbro to bring the *BATTLESHIP* brand to exciting new dimensions is Activision Publishing Inc., which will release a *BATTLESHIP* video game, arriving in Spring 2012. Developed as a companion to the live-action film, the *BATTLESHIP* videogame offers a blend of strategic naval command and first-person action gameplay. Players will fend off the enemy beachside while ordering attacks against their marine counterparts. Seamlessly switching between the battlefield and overview "Battle Command" map, the videogame from Activision brings to life the carriers, frigates, cruisers, destroyers, submarines and the legendary *USS Missouri* Battleship that pummel the enemy in a race to turn the tide of battle.

The *BATTLESHIP* videogame arrives in Europe this April and North America this May, developed by Double Helix for the Xbox 360® video game and entertainment system from Microsoft and the PlayStation®3 computer entertainment system. This game is rated T for Teen by the ESRB. In addition, there will be uniquely designed versions for the Wii™ system from Nintendo, Nintendo 3DS™, and Nintendo DS™ handheld system developed by Magic Pockets, with more details to come at a later date. This version is rated E10+ with Mild Violence by the ESRB. For more information on the game, please visit www.battleshipthevideogame.com. For more information on the upcoming film, visit www.battleshipmovie.com.

Longtime digital licensing partner Electronic Arts will be releasing an updated version of their popular *BATTLESHIP* application for the iPhone®, iPad® and iPod Touch®. Also getting in on the action is the leading design label, Rocawear, who will bring to

market a collection of unique silhouettes of t-shirts, hoodies and shorts based on imagery and art from both the BATTLESHIP brand and movie. The BATTLESHIP Crew Series, Hasbro's "behind-the-scenes" apparel and accessories collection inspired by the gear worn the filmmakers and crew, features exclusive fashions from New Era and Red Monkey Designs. In addition, Hasbro is working with licensees around the globe to bring to market an amazing array of lifestyle products in key categories that will resonate with consumers worldwide. Products will range from t-shirts and caps to costumes, backpacks and publishing from licensees such as Disguise and Random House.

BATTLESHIP games are expected on store shelves in Spring 2012. All BATTLESHIP games are recommended for two or more players. The CLASSIC BATTLESHIP MOVIE EDITION game is recommended for children ages 7 and up, with a suggested retail price of \$19.99. The DELUXE BATTLESHIP MOVIE EDITION GAME is recommended for children ages 8 and up, with a suggested retail price of \$39.99. The BATTLESHIP: HIDDEN THREAT Card Game is for children ages 7 and up and has a suggested retail price of \$6.99.

KRE-O BATTLESHIP OCEAN ATTACK Set, KRE-O BATTLESHIP LAND DEFENSE BATTLE PACK, KRE-O BATTLESHIP COMBAT CHOPPER Set, KRE-O BATTLESHIP ALIEN STRIKE Set, and the KRE-O BATTLESHIP *USS Missouri* Set will all be on store shelves in Spring 2012, with suggested retail prices ranging from \$7.99 - \$69.99 and recommended age groups of 6 and up, 7 and up and 8 and up depending on the play set.

KRE-O BATTLESHIP MINE STRYKER Set, KRE-O BATTLESHIP AIR ASSAULT Set, and the KRE-O BATTLESHIP BATTLE BASE Set will all be on store shelves in Fall of 2012 and are recommended for children ages 7 and up with suggested retail prices ranging between \$24.99 and \$39.99.

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, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of 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 Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is www.hubworld.com. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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About Activision Publishing, Inc.

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, South Korea, China and the region of Taiwan. More information about Activision and its products can be found on the company's website, www.activision.com.

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