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Hasbro Announces New ANGRY BIRDS™ STELLA TELEPODS™ Line Based on the New Brand from Rovio Entertainment

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) today announced the new ANGRY BIRDS STELLA: TELEPODS product line in conjunction with the recently announced ANGRY BIRDS STELLA, the newest brand from Rovio Entertainment featuring the popular Stella character and her fierce flock of friends. Introduced last fall with Rovio's ANGRY BIRDS STAR WARS II® and ANGRY BIRDS GO!, TELEPODS is a gaming platform for the mobile generation that allows fans to play in both the physical and digital space through seamless integration into top-tier apps. Using the TELEPODS platform, kids will be able to "teleport" Stella and her friends into Rovio's upcoming ANGRY BIRDS STELLA game using their smart devices and unlock exciting features and content.

"We're thrilled to continue our collaboration with Rovio and offer fans a seamless integrated play experience with the launch of the ANGRY BIRDS STELLA: TELEPODS line," said John Frascotti, Global Chief Marketing Officer, Hasbro. "The new playsets and figures combined with the TELEPODS platform allow kids to be even more imaginative as they take Stella and her friends on new adventures in both the physical and digital worlds."

The ANGRY BIRDS STELLA: TELEPODS products were developed in close collaboration with Rovio and are based on extensive research and testing into the way kids like to play in the physical and digital space. In addition to the digital play experience, the line offers an engaging standalone physical play experience and includes uniquely designed play sets based on Stella's world and more than 20 collectible figures and accessories that let kids launch, build, decorate and dress up Stella and her friends.

"Rovio is excited to continue the successful partnership with Hasbro and bring new, innovative ways to bridge the physical and digital play," said Naz Cuevas, SVP of Global Consumer Products Licensing, Rovio Entertainment. "Angry Birds Stella is an entertainment brand that will span across multiple digital and physical platforms in the coming years, and open a whole new world for our fans."

Hasbro's ANGRY BIRDS STELLA: TELEPODS line will be available in stores globally later this year and includes:

ANGRY BIRDS STELLA: Treehouse Playset Game featuring Stella

(Ages: 5+/Players: 1+/Approx. Retail Price: \$34.99/Available: Summer 2014)

Based on the exciting new App from Rovio, Stella and her fierce flock of friends are the stars of the show. Now kids can collect, launch, and dress up Stella and her friends AND teleport them into the app for even more adventures using the TELEPODS base. Help Stella win back her tree house by launching the birds at those pesky piggies. When all the piggies are knocked away, the tree house pops open for the birds move in and play! The set features Stella, 3 birds, 1 Treehouse, 1 Bubble Bed, 1 Soda Counter, 2 piggies, 2 accessory bases, 1 launcher, and 1 TELEPODS base.

ANGRY BIRDS STELLA: PIGGY PALACE Playset Game

(Ages: 5+/Players: 1+/Approx. Retail Price: \$24.99/Available: Summer 2014)

Help Stella and her friend win back the palace by knocking away the bad pig. Once the piggy is knocked away the palace door opens and it's time to move in and play! This set comes with Stella, 1 friend, 1 princess throne, 1 piggy, 1 accessory base, 1 launcher, and 1 TELEPODS base. For more adventures kids can teleport the birds into the App using the TELEPODS base.

ANGRY BIRDS STELLA: BIRDS ROCK TOGETHER Collection

(Ages: 5+/Players: 1-5/Approx. Retail Price: \$19.99/Available: Summer 2014)

Birds of a feather rock together! Stella and her friends love playing music and have the best band in town. In the ANGRY BIRDS STELLA: BIRDS ROCK TOGETHER collection Stella is making music with her friends. Set up the piggies in the rooms and knock them out of the instrument bases. The first player to knock away the final piggy wins! This set comes with 5 birds, 5 accessory bases, 2 piggies, and 1 TELEPODS base. For more adventures, all of the birds can be teleported into the app with the TELEPODS base.

ANGRY BIRDS STELLA Multipack

(Ages: 5+/Players: 1+/Approx. Retail Price: \$9.99/Available: Summer 2014)

Join the adventure with the birds and help them win back their accessories from the pesky pigs by knocking them over. Kids can mix 'n match the birds accessory bases or teleport them into the app for more adventures with the TELEPODS base. These themed multipacks feature an assortment of character packs. Each set features 2 birds, 2 accessory bases, 1 accessory, 1 piggy, and 1 TELEPODS base.

ANGRY BIRDS STELLA Friends Assortment

(Ages: 5+/Players: 1+/Approx. Retail Price: \$5.99/Available: Summer 2014)

Based on the exciting new app from Rovio! These birds are the stars of the show! Collect all of your favorite birds, each with their own unique design and put them into the app for more adventures using the TELEPODS base. Kids can help the birds win back their accessories from the pesky piggies by knocking them over, then dress them up! Collect them all! This pack includes 1 bird, 1 accessory base, 1 Piggy, and 1 TELEPODS base.

About Hasbro

Hasbro, Inc. (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. 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 Hub 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."

About Rovio Entertainment Ltd.

Rovio Entertainment Ltd is a global industry-changing entertainment media company headquartered in Finland, and the creator of the globally successful Angry Birds™ characters franchise. Angry Birds, a casual puzzle game, became an international phenomenon within a few months of its release. Angry Birds has expanded rapidly into multifaceted entertainment, publishing, and licensing to become a beloved international brand. Rovio's animated Angry Birds feature film is slated for July 1, 2016.

www.rovio.com

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140213006385/en/>

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