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Hasbro Introduces TELEPODS, a Fully Integrated Play Experience for the Mobile Generation Launching with Angry Birds™ Star Wars® II

Pawtucket, R.I. (July 15, 2013) — [Hasbro, Inc.](#) (NASDAQ: HAS) announced today the launch of a new line that “teleports” physical characters into digital gaming and app experiences. The [TELEPODS](#) line uses patented new technology to allow kids to play in two ways: in the physical space and through full and unprecedented integration into top-tier apps. The TELEPODS play experience will first be available in a line released this August based on and fully integrated into the highly anticipated new app *ANGRY BIRDS STAR WARS II* from Rovio Entertainment and Lucasfilm also announced today.

“Hasbro worked closely with both Rovio and Lucasfilm to deliver a fully integrated TELEPODS experience with the new *ANGRY BIRDS STAR WARS II* app. Now kids and fans can enjoy unprecedented and seamless dual play in both physical and digital *ANGRY BIRDS* experiences,” said John Frascotti, Chief Marketing Officer, Hasbro, Inc. “TELEPODS represents a remarkable new way for consumers to play with Hasbro’s incredible portfolio of brands”

To ensure that the TELEPODS platform and experience was accurately and fully integrated into the new *ANGRY BIRDS STAR WARS II* game, Hasbro’s Star Wars design team spent time at Rovio’s headquarters in Finland, working side by side with the game designers. “There has never been a digital/toy team like this before, and it’s indicative of the true dual-play opportunity that the TELEPODS platform provides,” said Frascotti.

“Angry Birds Star Wars was a blockbuster hit for us and Lucasfilm with over 100 million downloads since its release. We are thrilled to be able to introduce the exciting next chapter in the Angry Birds Star Wars saga to our fans around the world,” said Jami Laes, Executive Vice President of Games at Rovio Entertainment. “Some of the most amazing character additions are the bird versions of young Anakin, Mace Windu and Darth Maul. The TELEPODS line from Hasbro provides a great way to bring a whole new dimension to the gameplay for kids and families, magically bringing the digital and physical gameplay experiences together.”

For the first time ever, Telepods lets players teleport Rebel Bird and Imperial Pig figures into the new *Angry Birds Star Wars II* app so they can choose which characters to launch. Following the release of *Angry Birds Star Wars II*, fans will be able to download the app, tap the Telepods icon in the app, place one of the more than 30 *ANGRY BIRDS STAR WARS* figures on the included TELEPODS base, and then place the base on a smart device (not included) to immediately “teleport” that figure into the game. TELEPODS are also the first digitally integrated toys designed with stand-alone playability in mind. An assortment of play sets will invite kids to launch their Rebel Bird figures in real life to destroy iconic *Angry Birds Star Wars* structures and topple the evil Pig Empire.

ANGRY BIRDS STAR WARS II will follow the story of the three prequel Star Wars movies. With the introduction of never seen before *Angry Birds Star Wars* characters, the player can for the first time in the history of *Angry Birds* choose to take the “Pork Side” and play as one of the green pigs.

Angry Birds Star Wars II will be available in app stores worldwide on September 19th. Every copy of *ANGRY BIRDS STAR WARS II* will include a “TELEPODS” mode that allows users of smart devices with front-facing cameras to “teleport” their *ANGRY BIRDS STAR WARS* TELEPODS figures into the game and, for the first time in *ANGRY BIRDS* history, choose which characters they want to use to complete a level. The TELEPODS line from Hasbro will arrive in retail in September along with the game, and will be presented at Comic-Con International in San Diego, July 17-21.

For more information about products and characters, please visit www.hasbro.com. To see a preview of the TELEPODS play experience, fans can view a video at the following link: <http://youtu.be/6DKNKI27GdA>

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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." Learn more at www.hasbro.com.

About Lucasfilm Ltd.

Lucasfilm Ltd., a wholly owned subsidiary of The Walt Disney Company, is a global leader in film, television and digital entertainment production. In addition to its motion-picture and television production operations, Lucasfilm'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; Lucasfilm Animation, which produces cutting-edge digital entertainment; and Lucas Licensing which manages the global merchandising activities for Lucasfilm's entertainment properties including the legendary *STAR WARS* and *INDIANA JONES* franchises. Lucasfilm Ltd. is headquartered in northern California.

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About Rovio Entertainment:

Rovio Entertainment Ltd is an 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

Press Contact:

Daniel Benkwitt | Hasbro, Inc. | 401.727.5318 | dbenkwitt@hasbro.com

Joe Moscone | Hunter Public Relations | 212.679.6600, x235 | jmoscone@hunterpr.com

Justin Aclin | Hunter Public Relations | 212.679.6600, x273 | jaclin@hunterpr.com