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Hasbro and Ubisoft® Teaming up to Bring Iconic Gaming Brands to Consoles

PAWTUCKET, R.I. & PARIS--(BUSINESS WIRE)-- Today, [Hasbro, Inc.](#) (NASDAQ: HAS) and Ubisoft (EURONEXT: UBI) announced that Ubisoft will develop and publish current and next-generation console games based on some of Hasbro's most popular gaming brands, including MONOPOLY, SCRABBLE (in the United States and Canada only), TRIVIAL PURSUIT, RISK, BATTLESHIP and CRANIUM.

"We look forward to collaborating with Ubisoft to offer consumers innovative new ways to experience their favorite gaming brands," said Mark Blecher, Hasbro Senior Vice President and General Manager, Digital Gaming and Corporate Development. "Ubisoft's leadership and expertise in the console gaming space will help support Hasbro's strategy of bringing consumers engaging play experiences with our brands across multiple platforms."

"Hasbro makes games that we all know and love, and we're thrilled to be able to work with them to create video game experiences based on some of their most popular brands," said Tony Key, senior vice president of sales and marketing at Ubisoft.

About Hasbro, Inc.

[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.

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About Ubisoft:

Ubisoft is a leading producer, publisher and distributor of interactive entertainment products worldwide and has grown considerably through a strong and diversified line-up of products and partnerships. Ubisoft has offices in 29 countries and has sales in more than 55 countries around the globe. It is committed to delivering high-quality, cutting-edge video game titles to consumers. For the 2012-13 fiscal year Ubisoft generated sales of €1,256 million. To learn more, please visit: www.ubisoftgroup.com.

MONOPOLY, SCRABBLE, TRIVIAL PURSUIT, RISK, BATTLESHIP and CRANIUM are trademarks of Hasbro and are used with permission. SCRABBLE, the associated logo, the design of the distinctive SCRABBLE brand game board, and the distinctive letter tile designs are trademarks of Hasbro in the United States and Canada.

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