



April 5, 2012

## **Hasbro Studios Signs Multi-Year Deal with Netflix to Provide Its Award-Winning Content across Multiple Platforms in the U.S.**

**Programming, including *Transformers Prime* and *My Little Pony*, joins Netflix immediately with new additions to come**

LOS ANGELES--(BUSINESS WIRE)-- Hasbro Studios, the Los Angeles-based television production and distribution division of [Hasbro, Inc.](#) (NASDAQ: HAS), today announced a multi-year deal with Netflix, Inc. (NASDAQ: NFLX). Ten highly popular franchises, including new and catalog seasons of famed Hasbro content, will be available to instantly watch on Netflix.

***Transformers Prime*, *My Little Pony*, *Pound Puppies*, *G.I. Joe: Renegades* and *The Adventures of Chuck & Friends*** are now available to instantly watch on Netflix. *JEM & The Holograms*, *Transformers: Generation 1*, *G.I. Joe: Real American Heroes*, *Transformers: Beast Wars* and *Transformers: Rescue Bots* will follow later in 2012.

The Hasbro content will be available on Netflix and included in the Netflix "Just For Kids" section. Netflix "Just For Kids" is a collection of TV shows and movies that is specifically selected for children 12 and under, making it easier and more fun for kids and families to browse and instantly watch a large selection of kid-friendly TV shows and movies within Netflix.

"We are very excited to be working with Hasbro Studios," said Cindy Holland, Vice President of Content Acquisition at Netflix. "This deal allows us to offer even more great kids' programming to our members, both adults and kids alike, including new seasons of *My Little Pony*, *Transformers Prime*, and *Pound Puppies* after the season finale airs on The Hub."

"We are pleased that consumers will now be able to watch our award-winning programming on Netflix, the leading internet subscription service," Hasbro Studios President Stephen Davis said. "We are making our content easy to access, anytime, anywhere and on all platforms where audiences are consuming content and this is a big step forward with our all screen strategy."

### **About Netflix**

With more than 23 million streaming members in the United States, Canada, Latin America, the United Kingdom and Ireland, Netflix, Inc. [NASDAQ: NFLX] is the world's leading internet subscription service for enjoying movies and TV programs. For about US\$7.99 a month, Netflix members can instantly watch unlimited movies and TV programs streamed over the internet to PCs, Macs and TVs. Among the large and expanding base of devices streaming from Netflix are the Microsoft Xbox 360, Nintendo Wii and Sony PS3 consoles; an array of Blu-ray disc players, internet-connected TVs, home theatre systems, digital video recorders and internet video players; Apple iPhone, iPad and iPod touch, as well as Apple TV and Google TV. In all, more than 700 devices that stream from Netflix are available. For additional information, visit [www.netflix.com](http://www.netflix.com). Follow Netflix on [Facebook](#) and [Twitter](#).

### **About Hasbro Studios**

Hasbro Studios is the Los Angeles-based television production division of Hasbro, Inc. (NASDAQ: HAS). The studio develops and produces shows based on Hasbro's world class brands, including TRANSFORMERS, MY LITTLE PONY, LITTLEST PET SHOP and SCRABBLE. Many of these shows air on The Hub, a television network for kids and their families. Studio programming can also be seen in more than 160 countries globally. The Hub is a joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK).

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