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Hasbro and The Tetris Company Announce New Face-to-Face Games Based on World-Famous TETRIS® Video Game

JENGA, BOP IT! Get TETRIS® Twist for 2013

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Today, Hasbro, Inc. (NASDAQ: HAS), a global leader in gaming, and The Tetris Company, LLC, the exclusive licensor of the TETRIS® brand, announced a licensing deal to bring TETRIS, one of the world's most successful video game brands, into a new world of face-to-face gaming developed by Hasbro. Through this agreement, Hasbro has obtained the license to manufacture and globally market multiple face-to-face games based on the TETRIS brand.

"For almost 30 years, the TETRIS game has been played by hundreds of millions of players across nearly every mobile and video gaming platform," said Henk Rogers, Managing Director of The Tetris Company. "We're thrilled to be teaming up with Hasbro to expand the TETRIS brand and give our fans fun, challenging face-to-face formats to experience the 'Tetris Effect' in a unique way."

"We're looking forward to offering consumers innovative face-to-face gaming experiences that let them stack and match the TETRIS shapes like never before," said Jonathan Berkowitz, Vice President of Marketing for Hasbro Gaming. "Now players can enjoy the challenging, social fun of two of their favorite Hasbro Gaming brands fused with the puzzle play of TETRIS."

Hasbro will introduce two games in the fall of 2013 based on the incredibly popular TETRIS game. The new BOP IT! TETRIS® game tests players to match the traditional TETRIS block shaped lights as the challenges get faster and the levels go higher. Also, Hasbro's new JENGA TETRIS® game will combine two of the world's best known stacking games, challenging players to push, pull and stack the TETRIS block shapes into a JENGA tower. The games will be launching globally in August 2013.

TETRIS® branded products have been sold worldwide in more than 50 languages. With hundreds of millions of games sold over the last 29 years, the TETRIS brand is stronger than ever and continues its year over year growth. As many as 35 million TETRIS games are played daily online, with over 1 billion played monthly. TETRIS games are played in 95% of the world in over 185 countries.

About the Tetris® Brand

The Tetris® brand is one of the leading and most distinctive video game brands and franchises in the world. In the game's 29 year history, hundreds of millions of players have experienced the Tetris Effect. Tetris branded games are played over one billion times per month. Loved globally by people of all ages and all cultures, the Tetris game continues to be one of the most widely recognized video games of all time. Tetris Holding, LLC is the owner of Tetris rights worldwide and The Tetris Company, LLC is its exclusive licensee. For the latest information about the Tetris brand and Tetris products, please visit <http://www.Tetris.com>.

Follow us on Twitter [@Tetris_Official](https://twitter.com/Tetris_Official) or on Facebook at <http://www.facebook.com/Tetris>.

This collaboration with Hasbro was created by Licensing Works!® on behalf of The Tetris Company. For more information on becoming a TETRIS merchandise licensee, please contact Licensing Works!® at 805.983.7102 or email info@licensingworks.us.

For more information on becoming a TETRIS electronic licensee, please contact Lisa Linnenkohl at 415.377.2195 or email lisa@blueplanetsoftware.com

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, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative, 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 Company's Hasbro Studios develops and produces television programming for markets around the world. The Hub TV Network is part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), in the U.S. 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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