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Universal Pictures and Hasbro Inc. Announce Stretch Armstrong Set for Release in 2011; Imagine Entertainment's Brian Grazer and Hasbro to Produce

Film is the first project under six-year strategic partnership

UNIVERSAL CITY, Calif. & PROVIDENCE, Rhode Island--(BUSINESS WIRE)--Jun. 2, 2009-- Executives from Universal Pictures and Hasbro, Inc. (NYSE:HAS) today announced that the first feature film to be released under Universal and Hasbro's six-year partnership, *Stretch Armstrong*, has been dated for theatrical release on April 15, 2011.

They also announced Academy Award® winning producer Brian Grazer (*A Beautiful Mind*, *American Gangster*) will team with Hasbro to bring the iconic action figure to life for the silver screen. Steve Oedekerk (*Bruce Almighty*, *Evan Almighty*) is writing the screenplay for the fun, action adventure based on the toy that was made popular around the world beginning in the 1970s and re-launched in the 1990's. Hasbro's Brian Goldner and Bennett Schneir will also produce.

Stretch Armstrong is an iconic toy that kids around the world enjoyed stretching up to four feet before returning to his original shape. Through the years, the product line stretched into a wide range of toys and supporting characters that built upon the *Stretch Armstrong* legacy by allowing kids to "stretch their imaginations" with play experiences unique to the inventive *Stretch Armstrong* brand.

"When Hasbro signed the multi-year strategic partnership with Universal, it was one more powerful example of our commitment to re-imagine, re-invent and re-ignite our incredible brands beyond traditional toys and games," said Brian Goldner, Hasbro's President and CEO. "We are excited that together with Universal, Brian Grazer and Steve Oedekerk, that we can take *Stretch Armstrong* to new heights as Hasbro's latest great action hero franchise."

"Hasbro is a very important partner to our studio," said Chairman of Universal Pictures Marc Shmuger. "Stretch Armstrong couldn't be in more capable hands than Imagine and Hasbro. We're so excited to bring this iconic property to audiences around the world in April of 2011."

"*Stretch Armstrong* is a character I have wanted to see on screen for a long time," said Imagine Entertainment's Brian Grazer. "He's an unconventional kind of super hero with a power that no one would want. It's a story about a guy stretching – if you will – the limits of what is possible to become all that he can be."

Universal Pictures and Hasbro, Inc. formed the partnership in 2008 to produce at least four motion pictures based on some of the world's best-known and beloved brands. Currently in development are *Monopoly*, with Ridley Scott set to produce and direct and Pamela Pettler writing the screenplay; *Candyland*, with Kevin Lima to direct based on a script from Etan Cohen; *Clue*, with Gore Verbinski to produce and direct; *Ouija*, with Michal Bay to produce; and *Battleship*, with Peter Berg to direct from a screenplay by Jon and Erich Hoeber.

About Hasbro Inc.

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2009 Hasbro, Inc. All Rights Reserved.

About Universal Pictures

Universal Pictures is a division of Universal Studios (www.universalstudios.com). Universal Studios is part of NBC Universal, one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group and world-renowned theme parks. NBC Universal is 80% owned by General Electric, with 20% controlled by Vivendi.

Source: Hasbro, Inc.

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