



TRANSFORMERS: EARTH WARS Available on iPhone, iPad, iPod touch and Android Devices in June

June 2, 2016

Players Must Align with the Autobots or Decepticons to Determine Earth's Fate in New Real-Time Combat Strategy Game from Hasbro, Backflip Studios and Space Ape Games

BOULDER, Colo.--(BUSINESS WIRE)-- [Hasbro Inc.](#), Backflip Studios and Space Ape Games today released TRANSFORMERS: EARTH WARS, a new real-time combat strategy mobile game featuring the most iconic characters in the Transformers universe. Published by Backflip Studios (DragonVale, SpellFall, Paper Toss) and developed by Space Ape Games (Rival Kingdoms, Samurai Siege), TRANSFORMERS: EARTH WARS breaks new ground for the genre, pairing authentic Transformers storytelling with fast-paced gameplay, beautiful 3D animation and hundreds of characters with diverse strengths and abilities. The game is available now for free download on the App Store for iPhone, iPad and iPod touch, and on Google Play for Android devices.

"The Transformers franchise is one of the most iconic in the world, so it is exciting to include these characters in such a compelling mobile gaming experience," said Julian Farrior, CEO of Backflip Studios. "We are thrilled to partner with Hasbro and Space Ape Games to launch TRANSFORMERS: EARTH WARS and think that Transformers fans are going to love teaming up with their favorite Autobots or Decepticons in these highly engaging mobile battles."

Inspired by Hasbro's "Transformers Generations Prime Wars Trilogy," TRANSFORMERS: EARTH WARS players must choose to fight with Optimus Prime and the Autobots or Megatron and the Decepticons in a battle to decide the fate of planet Earth. Once allegiance has been sworn, gamers assemble a powerful team of playable characters, raid enemy bases for Energon stockpiles, and construct the Space Bridge to add reinforcements from Cybertron, all while playing in real-time against other players around the globe.

The game also features notable storytellers and voice actors from the Transformers franchise, including dialogue written by comic legend Simon Furman and voice acting from Peter Cullen, the original voice of Optimus Prime, and Frank Welker, the original voice of Megatron.

"TRANSFORMERS: EARTH WARS offers players an engaging storyline and incredible gameplay experience," said Mark Blecher, Senior Vice President, Digital Gaming and Corporate Development at Hasbro. "The game harnesses the unique strengths and abilities of hundreds of characters from Transformers lore, which really helps it to stand above existing real-time combat strategy games and delivers on the Transformers promise of More than Meets the Eye."

"With TRANSFORMERS: EARTH WARS, our team was dedicated to making a high quality, hand crafted experience that fans of both mobile games and Transformers will enjoy," said John Earner, CEO of Space Ape Games. "We're really excited about the finished product and can't wait to help grow and support the community around this game."

TRANSFORMERS: EARTH WARS is FREE to download and features in-game purchases, and is available worldwide excluding Japan and China on Android and iOS. Please note that a WiFi connection is required to play.

About Backflip Studios

Backflip Studios develops and publishes absurdly fun mobile games for iOS and Android devices. The company's portfolio of top ranked games, which include hit franchises such as DragonVale, Paper Toss, NinJump, Spellfall, PlunderNauts, and Army of Darkness Defense, have been downloaded over 400 million times. The company is based in Boulder, Colorado. Hasbro, Inc. (NASDAQ: HAS) has a majority ownership stake in Backflip Studios.

About Space Ape Games

Founded in 2012, Space Ape Games is a mobile games studio based in Central London made up of games veterans and key people behind the biggest gaming companies and the biggest social games on the web. Space Ape's hit strategy games *Rival Kingdoms* and *Samurai Siege*, available on iOS and Android devices, are played by more than 20 million players worldwide. Space Ape Games won the 2015 TIGA Award for Best Independent Studio and for Game of the Year for *Rival Kingdoms*, plus the 2014 Develop Award for Best New Studio and the 2015 Develop Award for Best Independent Studio. For more information, visit www.spaceapegames.com.

About Hasbro

[Hasbro](#) (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and lifestyle licensing, Hasbro fulfills the fundamental need for play and connection with children and families around the world. The Company's Hasbro Studios and its film label, ALLSPARK PICTURES, create entertainment brand-driven storytelling across mediums, including television, film, digital and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

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Source: Hasbro, Inc.

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