Paramount Pictures and Hasbro to Produce and Distribute Live Action and Animated Content Under Five Year Exclusive Relationship

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HOLLYWOOD--(BUSINESS WIRE)--Nov. 3, 2017-- Paramount Pictures and Hasbro, Inc. today announced that they will be teaming up to produce and distribute content based on Hasbro brands, as well as original stories. The two companies will collaborate on live action and animated films, with Hasbro's Allspark Pictures and Allspark Animation playing an active role alongside Paramount Pictures in development and production.

This announcement expands upon an existing relationship between the two companies. Hasbro and Paramount have partnered on five *Transformers* movies to date, as well as two *G.I. Joe* films, and the first Transformers spinoff, *Bumblebee*, is slated for December 2018.

"Paramount has been a valuable partner of Hasbro's for more than a decade, and we're looking forward to taking our relationship to the next level," said Brian Goldner, Chairman and CEO, Hasbro. "Storytelling, in its many forms, is revolutionizing our business and differentiating Hasbro in all sectors where we operate. We look forward to collaborating with the talented team at Paramount to create powerful new stories for kids, fans and families globally."

While terms of the relationship are not being disclosed, Paramount and Hasbro will partner on financing projects at varying levels of investment, and Paramount will distribute the projects produced during the five year term of this deal worldwide. Paramount and Hasbro will also collaborate on television programming.

"Hasbro has an enormous array of exceptional brands, so this expansion of our relationship is incredibly exciting," said Paramount Pictures Chairman and CEO, Jim Gianopulos. "We look forward to working with Brian Goldner and Stephen Davis and the Hasbro and Allspark teams to create extraordinary film properties for all audiences."

Hasbro recently hired Greg Mooradian as president of Allspark Pictures, with responsibility for live action film and television. Allspark Animation, the company's label for animated film and television content, is led by Hasbro's Meghan McCarthy. Hasbro acquired Boulder Media in 2016, a leading animation studio based in Dublin, Ireland, to produce its television and film animation. Hasbro Studios, its distribution arm which the company founded in 2009, distributes TV and digital content to more than 190 territories globally. The entertainment division reports to Hasbro's Chief Content Officer, Stephen Davis.

About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIAB, VIA), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Television, Paramount Players, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

About Hasbro

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences.* From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. Through Hasbro Studios and its film labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 1 on the 2017 100 Best Corporate Citizens list by *CR Magazine*, and has been named one of the World's Most Ethical Companies ® by *Ethisphere Institute* for the past six years. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro & @HasbroNews) and Instagram (@Hasbro).

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