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## **Ruckus Media Group Announces First Hasbro Storybook App, "Friends for the Long Haul," as Part of the TONKA CHUCK AND FRIENDS Brand**

### **"Chuck and Friends: Friends for the Long Haul" Storybook Application is Now Available on Apple's iTunes**

PAWTUCKET, R.I. & WILTON, Conn., Jun 15, 2011 (BUSINESS WIRE) -- [Hasbro, Inc.](#) (NASDAQ: HAS) and [Ruckus Media Group](#) today announced the release of "[Chuck and Friends: Friends for the Long Haul](#)" storybook application available through the iTunes App Store for Apple's iPad, iPhone and iPod touch. "Chuck and Friends: Friends for the Long Haul" is the first [collaboration](#) between Hasbro and Ruckus Media and will be followed by storybook apps for other Hasbro brands including "[My Little Pony](#)" and "[Transformers Prime](#)."

"Chuck and Friends: Friends for the Long Haul" includes more than 70 screens of story, video and activities designed to keep attention of young children as they are taught basic learning skills such as letter recognition, picture/word association, word recognition and basic problem solving. The app takes young readers on a ride with their favorite characters, CHUCK the dump truck, and the gang as they learn about honesty, friendship and teamwork.

"With 'Friends for the Long Haul' we wanted to capture the excitement and wonder a child has when playing and imagining with the Hasbro toys. In order to do this, we developed a product that seamlessly integrates video, puzzles and reading modules to create a continuous experience that engages children and spurs imagination," said Jason Root, Ruckus Media Groups' Chief Content Officer. "Chuck and Friends' new story is fully integrated with video and narrative-driven activities to create a unique experience that we believe will entertain and educate young readers."

#### **Features**

- An original story of more than 70 "pages"
- Read along, play along, and record your voice - perfect for families on the go, "Chuck and Friends: Friends for the Long Haul" invites children to read the story and record their own or a loved one's voice for personalized reading experience
- Words illuminate when story is read for basic word recognition
- Narrative-driven activities progress the adventure culminating in an exciting customizable story activity at the end
- Activities teach letter recognition, picture/word association and basic problem solving
- Randomization of activity content provides new experiences for repeated play

"We're thrilled to bring the CHUCK character and his friends to life through the 'Friends for the Long Haul' storybook app," says Margie Chan-Yip, Vice President of Global Publishing for Hasbro. "The interactive experience brings preschoolers on an exciting 'adventure' with CHUCK and the gang while incorporating important lessons about friendship and loyalty."

"Chuck and Friends: Friends for the Long Haul" is available on iTunes for \$3.99 for Apple's iPad, iPhone and iPod touch as well as a [free lite version](#). Fans can also tune in to the animated series "The Adventures of Chuck & Friends" weekday mornings at 10:00 AM EST on The [Hub TV network](#).

#### **About Ruckus Media Group**

Ruckus Media Group introduces traditional storytelling for today's ways of telling stories by creating applications for mobile devices that entertain toddlers to teens from their fingers to their minds, at home or on the road--and invite their imaginations to grow. Launched in September 2010, Ruckus is now home to 19 children's book apps, including [Spot the Dot](#) by pop-up legend David A. Carter; Best App award finalists [A PRESENT FOR MILO](#), written and illustrated by Mike Austin; as well as [THE VELVETEEN RABBIT: TOLD BY MERYL STREEP](#) and other Read-Play-and-Record-Along classic storybook apps. See [www.ruckusmediagroup.com](http://www.ruckusmediagroup.com) for a full listing and additional information.

## About Hasbro, Inc.

[Hasbro](#) (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, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of 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 Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is [www.hubworld.com](http://www.hubworld.com). The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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