



May 1, 2013

## Hasbro Rules the Roost This Star Wars Day With High-Flying Angry Birds™ Star Wars® Toys and Games

**PAWTUCKET, R.I. (May 1, 2013)** — How do you make the greatest pop-culture holiday in the universe even better? Put some birds in it! For the first time since their debut last fall, [ANGRY BIRDS™ STAR WARS® toys and games](#) from [Hasbro](#), Inc. (NASDAQ: HAS) are available for all your May the 4<sup>th</sup> celebratory needs! Released in agreement with LucasFilm and based on the wildly successful mobile game from Rovio Entertainment, ANGRY BIRDS™ STAR WARS® toys and games are the perfect way for kids and parents to spread their wings and celebrate STAR WARS Day in a whole new way!

The ANGRY BIRDS™ STAR WARS® line brings all the launching and destroying fun of the popular app to life in physical form, featuring your favorite STAR WARS characters re-imagined as high-flying ANGRY BIRDS and villainous pigs! But don't put all your eggs in one basket...there's a whole line of innovative ANGRY BIRDS™ STAR WARS® toys and games available from Hasbro, including ANGRY BIRDS™ STAR WARS® BATTLE GAMES, ANGRY BIRDS™ STAR WARS® JENGA GAMING, ANGRY BIRDS™ STAR WARS® FOAM FLYERS and ANGRY BIRDS™ STAR WARS® KOOSH LAUNCHERS!

To make sure STAR WARS fans have all their ducks in a row this STAR WARS Day, Hasbro will be celebrating May the Fourth with a code to save on all STAR WARS® products available on [HasbroToyShop.com](#). Simply enter code **SWFANDAY** at checkout on May 4<sup>th</sup> only to save 20% on all STAR WARS® products currently available on the site, including ANGRY BIRDS™ STAR WARS® products!

The spring 2013 ANGRY BIRDS™ STAR WARS® line from Hasbro features the following products:

### ANGRY BIRDS™ STAR WARS® AT-AT™ ATTACK BATTLE GAME

(Approximate retail price: \$39.99; Ages: 5 & up. Available: Now)

Stack, launch, and destroy with the [AT-AT ATTACK BATTLE GAME](#), which includes 21 blocks to create the signature AT-AT, a LIGHTSABER LAUNCHER and 12 ANGRY BIRDS STAR WARS figures — including two that are exclusive to this set! Players can also unlock ANGRY BIRDS STAR WARS in-app content with a special code in each pack.

### ANGRY BIRDS™ STAR WARS® MILLENNIUM FALCON™ BOUNCE GAME

(Approximate retail price: \$19.99; Ages: 8 & up; Players: 1-2; Available: Now)

Bounce into action with the new [ANGRY BIRDS STAR WARS MILLENNIUM FALCON BOUNCE GAME](#). Bounce three balls at the MILLENNIUM FALCON to knock down as many enemy pigs as possible, and land in the cockpit to score big! Players can also unlock ANGRY BIRDS STAR WARS in-app content with a special code in each pack.

### ANGRY BIRDS™ STAR WARS® JENGA® DEATH STAR™ Game

(Approximate retail price: \$29.99; Recommended Age: 8 & up; Players: 1-2; Available: Now)

Get ready to unleash the birds to destroy the DEATH STAR in the [ANGRY BIRDS STAR WARS JENGA DEATH STAR game!](#) Take turns trying to topple the Empire in an intergalactic battle. Pull back the X-Wing Fighter to launch an epic squawk attack with LUKE SKYWALKER, HAN SOLO or CHEWBACCA birds. Knock the pigs' block off and explode the DEATH STAR. Players

can also unlock ANGRY BIRDS STAR WARS content in-app with a special code in each pack.

### **ANGRY BIRDS™ STAR WARS® BATTLE GAMES**

(Approximate retail price: \$14.99; Ages: 5 & up. Available: Now)

Stack, launch and destroy with these packs, each featuring three characters (one exclusive to each set), a LIGHTSABER LAUNCHER, and signature pieces to create an IMPERIAL PIG structure for your ANGRY BIRDS to knock down. Choose from [DARTH VADER'S LIGHTSABER](#), [JABBA'S PALACE](#), THE EMPEROR'S THRONE, and [FIGHT ON TATOOINE](#). Players can also unlock ANGRY BIRDS STAR WARS in-app content with a special code in each pack. Each sold separately.

### **ANGRY BIRDS™ STAR WARS® FOAM FLYERS**

(Approximate retail price: \$9.99; Ages: 5 & up. Available: Now)

Toss around these 3.5-inch soft foam, iconic characters for a different way to play ANGRY BIRDS STAR WARS! Available in [LUKE SKYWALKER](#), [CHEWBACCA](#), [DARTH VADER](#) and [STORMTROOPER](#). Each sold separately.

### **ANGRY BIRDS™ STAR WARS® POWER BATTLERS**

(Approximate retail price: \$9.99; Ages: 5 & up. Available: Now)

Pull back and blast into battle! Each ANGRY BIRDS STAR WARS POWER BATTLER comes with a target to knock down. Available in [LUKE SKYWALKER](#), [BOBA FETT](#), [DARTH VADER](#) and [HAN SOLO](#). Each sold separately.

### **ANGRY BIRDS™ STAR WARS® MYSTERY BAGS -two figures**

(Approximate retail price: \$2.99; Ages: 5 & up; Available: Now)

For a surprise, pick up an [ANGRY BIRDS STAR WARS Mystery Bag](#), which comes with two figures — the perfect way to build up your collection of ANGRY BIRDS STAR WARS characters! Series 2 available now!

### **ANGRY BIRDS™ STAR WARS® KOOSH® HAN SOLO™ BALL LAUNCHER**

(Approximate retail price: \$19.99; Ages: 4 & up. Available: Now)

Kids can battle a notorious bounty hunter with the [ANGRY BIRDS STAR WARS KOOSH HAN SOLO BALL LAUNCHER](#)! With quick-blasting action, the HAN SOLO BALL LAUNCHER is easy-to-use. Just load the HAN SOLO Bird Faceball into the launcher, pull back the handle and fire to knock down the GREEDO Pig target! Includes one HAN SOLO Bird Faceball and one GREEDO Pig target.

### **ANGRY BIRDS™ STAR WARS® KOOSH® FACEBALL REFILL 3-PACKS**

(Approximate retail price: \$6.49; Ages: 4 & up. Available: Now)

Kids can add to the Launcher and Slingshot fun with Faceball Refill 3-packs. Create an IMPERIAL PIG ARMY with the [GALACTIC EMPIRE](#) pack, join the REBEL BIRD ALLIANCE with the [MILLENNIUM FALCON](#) pack, and take on the PIG EMPIRE with the [TATOOINE HEROES](#) pack. Collect them all! Each pack sold separately.

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### **About Hasbro, Inc.**

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. 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 play and entertainment experiences, in a variety of forms and formats, anytime and

anywhere. The Company's Hasbro Studios develops and produces television programming for more than 170 markets around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). 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](http://www.hasbro.com).

#### **About LucasFilm:**

Lucasfilm Ltd. is one of the world's leading film and entertainment companies. Founded by George Lucas in 1971, it is a privately held, fully-integrated entertainment company. In addition to its motion-picture and television production operations, the company's global activities include Industrial Light & Magic and Skywalker Sound, serving the digital needs of the entertainment industry for visual-effects and audio post-production; LucasArts, a leading developer and publisher of interactive entertainment software worldwide; Lucas Licensing, which manages the global merchandising activities for Lucasfilm's entertainment properties; Lucasfilm Animation, which is currently producing content for film and television, including Star Wars: The Clone Wars, a CG-animated half-hour television series; and Lucas Online creates Internet-based content for Lucasfilm's entertainment properties and businesses. Additionally, Lucasfilm Singapore, produces digital animated content for film and television, as well as visual effects for feature films and multi-platform games. Lucasfilm's motion-picture productions include three of the 20 biggest box-office hits of all time and have received 19 Oscars and more than 60 Academy Award nominations. Lucasfilm's television projects have won 12 Emmy Awards. Lucasfilm Ltd. is headquartered in San Francisco, Calif

#### **About Rovio Entertainment:**

Rovio is an industry-changing entertainment media company headquartered in Finland, and the creator of the globally successful Angry Birds franchise. Angry Birds, a casual puzzle game, became an international phenomenon within a few months of its release, and is now the number one paid app of all time. Following this success in mobile gaming, Angry Birds has expanded rapidly in entertainment, publishing, and licensing to become a beloved international brand. [www.rovio.com](http://www.rovio.com)

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