



March 5, 2012

Universal Pictures and Hasbro Announce *Ouija* Set for Release in 2013

LOS ANGELES, CA, March 5, 2012—Universal Pictures today announced an agreement with Hasbro Inc., Platinum Dunes and Blumhouse Productions to produce *Ouija*, a suspense thriller inspired by one of Hasbro's most iconic brands.

Ouija will be produced by Brian Goldner and Bennett Schneir for Hasbro, Michael Bay, Brad Fuller and Andrew Form for Platinum Dunes and Jason Blum for Blumhouse Productions.

Platinum Dunes has found success with their suspense projects including popular remakes of *The Texas Chainsaw Massacre*, *The Amityville Horror*, *Friday the 13th*, and *A Nightmare on Elm Street*. It is currently working on a re-boot of the *Teenage Mutant Ninja Turtles* for Paramount Pictures with Jonathan Liebesman directing. Blumhouse is known for its huge success with low-budget, high concept films including films in the *Paranormal Activity* franchise and *Insidious*. *Ouija* is the latest on a slate of recently announced projects to be produced through Blumhouse Productions' first-look deal with Universal including *Vigilantia*, which Blumhouse is also producing with Platinum Dunes, *Mockingbird* and *Not Safe for Work*. Hasbro and Universal recently teamed to produce the epic action-adventure *Battleship*, opening in the U.S. on May 18. Hasbro also has *G.I. Joe: Retaliation* releasing June 29 and *Transformers 4* in the works for 2014, both with Paramount Pictures.

Enjoyed around the world by generations of fans the Ouija board was created by William Fuld in the 1890's at the height of the spiritualism movement. The Ouija board features the letters of the alphabet, the numbers 0-9, the words, "yes," "no," and "goodbye." Users place their hands on a planchette at the board's center and ask questions. The planchette's movements indicate the answers. The board was an immediate hit in Fuld's day and has intrigued generations since then. *Ouija* still follows the same rules including these three: Never use it alone, never use it in a graveyard and always say goodbye.

About Hasbro

Hasbro, Inc. (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. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2012 Hasbro, Inc. All Rights Reserved.

About Platinum Dunes

Platinum Dunes is a production company formed by filmmakers Michael Bay, Brad Fuller and Andrew Form specializing in horror films. Its credits include the popular remakes of *The Texas Chainsaw Massacre*, *The Amityville Horror*, *Friday the 13th*, and *A Nightmare on Elm Street*. Currently, Platinum Dunes is working on a re-boot of the *Teenage Mutant Ninja Turtles* with Paramount Pictures.

About Blumhouse Productions

Since launching Blumhouse Productions in 2000, Jason Blum has pioneered a new model of studio filmmaking for the global marketplace through the production of ultra-low-budget films designed for wide release. His credits include *Paranormal Activity 1, 2, and 3*, which together have grossed more than \$600 million worldwide, and James Wan's *Insidious*, which was one of the most profitable films of 2011. Blumhouse's future film releases include *Sinister* with Ethan Hawke for Lionsgate/Summit, Rob Zombie's *Lords of Salem*, and the Jay Chandasekhar comedy *The Baby Makers*. Blum is also one of the executive producers of ABC's mid-season drama *The River*, a horror thriller starring Bruce Greenwood.

About Universal Pictures

Universal Pictures is a division of Universal Studios (www.universalstudios.com). Universal Studios is part of NBCUniversal. NBCUniversal is 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. NBCUniversal 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. Comcast Corporation owns a controlling 51% interest in NBCUniversal, with GE holding a 49% stake.

Contacts:

Universal Pictures

Kori Bernards

(818) 777-7216

kori.bernards@nbcuni.com

Wayne Charness

Hasbro, Inc.

News Media

(401) 727-5983

Debbie Hancock

Investors

(401) 727-5401