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Hasbro Readies for Big Wave of Video Game Releases

New Line of Hasbro-Licensed Video Game Accessories Also Set to Hit Retail Shelves

PAWTUCKET, R.I.--(BUSINESS WIRE)--Jun. 1, 2009-- Hasbro, Inc. (NYSE: HAS) today announced that more than a dozen of its globally popular toy and game properties will land on various video game platforms in the second half of this year through licensing alliances with video game leaders Electronic Arts Inc. (NASDAQ: ERTS) (EA), Activision (NASDAQ: ATVI), and Glu Mobile (NASDAQ: GLUU). The new wave of video games builds on the momentum achieved by EA in the past 18 months with its release of nearly 40 Hasbro-inspired titles across 16 brands and 13 platforms, several of which have held top sales rankings by platform. Additionally, through an extended licensing agreement with Performance Design Products (PDP), a new line of Hasbro-branded video game accessories will land at retail in 2009.

This summer will kick off with major action and adventure based on the launch of Activision's *TRANSFORMERS: REVENGE OF THE FALLEN* in June on the Xbox 360® video game and entertainment system, the PLAYSTATION®3 computer entertainment system, Wii™, PlayStation®2 computer entertainment system, Windows PC, PSP® (PlayStation®Portable), and Nintendo DS™. Glu Mobile is also on deck to release the game on a variety of mobile devices as well as a mini-application on the iPhone. EA will then heat up the month of August with the launch of *G.I. JOE The Rise of Cobra* on the Xbox 360, PLAYSTATION3, Wii, PlayStation2, PSP, Nintendo DS and mobile devices.

For board game fans, EA has turned up the fun dial with releases of *BATTLESHIP*, *YAHTZEE*, *CONNECT 4*, *SCRABBLE**, *BOGGLE* and *SORRY!* on Xbox LIVE® Arcade. These releases come on the heels of spring launches including *SCRABBLE** and *LITTLEST PET SHOP Spring* on the Nintendo DS; *TRIVIAL PURSUIT* on the Wii, Xbox 360, PLAYSTATION3, PlayStation2; *MONOPOLY Here & Now: The World Edition*, *TRIVIAL PURSUIT Daily 20* and *YAHTZEE! Party* on Pogo.com™; and *CRANIUM*, *YAHTZEE*, *THE GAME OF LIFE*, and *CLUE* on an array of mobile devices.

"Through our strategic alliances with the world's most talented video game developers and publishers such as EA, Hasbro has continued to re-invent the play experience of its brands in a way that is meaningful to today's digital consumer," said Mark Blecher, Senior Vice President and General Manager of Digital Media and Gaming at Hasbro. "Hasbro-inspired video games are all about creating an interactive entertainment-based social connection with family and friends anytime, anyplace – from the living room to the dorm room, an airport or the back seat of the car."

Moving into the fall timeframe, EA also has several exciting games in development that will entertain the entire family. MR. POTATO HEAD will be called back into duty as the M.C. of fun in *HASBRO FAMILY GAME NIGHT 2* for the Wii. The new Wii version will showcase a collection of five games including *OPERATION*, *JENGA*, *BOP-IT*, *PICTUREKA*, and *CONNECT 4X4*. For on-the-go players, a Nintendo DS version called *HASBRO FAMILY GAME NIGHT* will feature *CONNECT 4*, *BATTLESHIP*, *SORRY!* Sliders, *OPERATION*, and *BOP-IT*.

Big fun is also on the horizon for *LITTLEST PET SHOP* fans kicking off with *LITTLEST PET SHOP FRIENDS* on the Wii and Nintendo DS. The new game -- set in a party-like atmosphere -- will include new and exclusive pets, party-planning activities, special mini-games and fun, new environments to explore. Adding to the digital *LITTLEST PET SHOP* collection will also be the fall launch of *LITTLEST PET SHOP ONLINE*, an incredible, all-new online world where girls can play games and customize and create their own *LITTLEST PET SHOP* pets while connecting with friends and exploring the expansive and fun-filled world of *LITTLEST PET SHOP*.

Recognizing that every gamer needs cool gear, PDP will create a new line of Hasbro-branded video gaming accessories and products for the Wii, Nintendo DS, Xbox 360, PLAYSTATION3, PlayStation2, iPod and a variety of mobile phones. Licensed accessories will feature *TRANSFORMERS* and *G.I. JOE* in support of the movie and video game launches this summer as well as *LITTLEST PET SHOP* and *NERF*.

Hasbro will showcase several of the EA and Activision video games slated for summer releases as well as select PDP accessories at the International Licensing Expo in Las Vegas on June 2-4, 2009 in Hasbro Booth #1825. EA and Activision are

also set to showcase their respective Hasbro-branded video game lineup at the E3 Expo in Los Angeles on June 2-4, 2009.

About Hasbro

Hasbro, Inc. (NYSE: HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2009 Hasbro, Inc. All Rights Reserved.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS Freestyle™ and POGO™. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 titles that sold more than one million copies. EA's homepage and online game site is www.ea.com. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

About Activision Publishing, Inc.

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products. Activision Publishing maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, the Netherlands and Australia. More information about Activision and its products can be found on the company's website, www.activision.com.

About Glu Mobile

Glu (NASDAQ:GLUU) is a leading global publisher of mobile games. Its portfolio of top-rated games includes original titles Glyder, Bonsai Blast, Super K.O. Boxing!, Stranded and Brain Genius, and titles based on major brands from partners including Atari, Activision, Konami, Harrah's, Hasbro, Warner Bros., Microsoft, PlayFirst, PopCap Games, SEGA and Sony. Founded in 2001, Glu is based in San Mateo, Calif. and has offices in London, France, Germany, Spain, Italy, Poland, Russia, China, Brazil, Chile, Canada and Mexico. Consumers can find high-quality, fresh entertainment created exclusively for their mobile phones wherever they see the 'g' character logo or at www.glu.com.

About PDP

Performance Designed Products is an industry leader in designing and manufacturing products for all major video game platforms including the Sony PS2, PS3, PSP, Nintendo Wii, GameCube, Nintendo DS, Microsoft XBOX and XBOX 360. The company has been supplying video game accessories to the U.S. market for more than a decade. PDP sells products under a variety of brands, with sales in the U.S., Canada, Mexico, and throughout Europe. For more information on PDP and its products, visit www.pdp.com.

*Editors' Note: * The SCRABBLE video games are available in North America only.*

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