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Yo Joe! DeNA and Hasbro's G.I. JOE: BATTLEGROUND Comes to iPhone, iPad & iPod touch

SAN FRANCISCO – July 3, 2013 – DeNA Co., Ltd. (Tokyo: 2432) and Hasbro, Inc. (NASDAQ: HAS) today announced the launch of G.I. JOE: BATTLEGROUND, an action card-battle game based on the original G.I. JOE universe is now available for iPhone, iPad and iPod touch.

In *G.I. JOE: BATTLEGROUND*, players choose between G.I. JOE missions to protect freedom or the COBRA organization's quest to rule the world. With hundreds of G.I. JOE characters, players can collect, battle and build their strongest G.I. JOE or COBRA teams in a fight for supremacy. Players can take their specialized JOE or COBRA squads on dangerous missions around the world and they can also engage in special events on a global scale with and against other players. Featuring hundreds of unique cards in an art-style that pays homage to the classic animated series, fans will experience nostalgic callbacks to the franchise including classic vehicles like the Conquest X-30 and A.W.E. Striker.

"*G.I. JOE: BATTLEGROUND* is a salute to all of the G.I. JOE fans around the world. The app experience is fast, fun and players can expect to recruit and see all of their favorite characters from the storied G.I. JOE universe," said David Phan, producer of *G.I. JOE: BATTLEGROUND*.

The *G.I. JOE: BATTLEGROUND* App is available for free from the App Store on iPhone, iPad and iPod touch or at www.AppStore.com

G.I. JOE: BATTLEGROUND is also coming to Android mobile devices soon. To pre-register and receive an email alert when the game is available for Android and to obtain a free exclusive in-game STORM SHADOW collectible character to join your team, please enter your email address on the game's website: <http://www.gijobattleground.com>

Art assets for *G.I. JOE: BATTLEGROUND* are available for download via this link: <http://moba.ge/GIJOEassets>

About DeNA

DeNA Co., Ltd. is a global leader in mobile Internet services focused on social games and e-commerce. DeNA operates the Morage platform, which offers freemium mobile social games developed by DeNA and third-party developers on multiple user networks localized for the West, Japan, Greater China and Korea. Founded in 1999, DeNA is headquartered in Tokyo with offices and development studios in 10 countries and regions. DeNA is listed on the Tokyo Stock Exchange (2432). For more information, visit: dena.com

About Hasbro

[Hasbro, Inc.](http://www.hasbro.com) (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 LITTEST 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.

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