



April 25, 2013

## **DeNA and Hasbro Rollout TRANSFORMERS: LEGENDS Free-to-Play Game for Android, iPhone, iPad and iPod touch**

### **Choose to Protect Mankind as AUTOBOTS or Steal Earth's Resources as DECEPTICONS in the Ultimate TRANSFORMERS Mobile Card Battle Game**

**SAN FRANCISCO – April 25, 2013** – DeNA Co., Ltd. (TSE: 2432) and Hasbro, Inc. (NASDAQ: HAS) have released *TRANSFORMERS: LEGENDS*, an action card battle game based on the TRANSFORMERS franchise, on the App Store for iPhone, iPad and iPod touch and on Google Play for Android devices.

*TRANSFORMERS: LEGENDS* sets players on a war-torn Earth where they will choose to build a team of AUTOBOTS or DECEPTICONS to travel through two adventurous storylines, and battle against one another in intense player-versus-player combat.

“The TRANSFORMERS brand is a fantastic universe for our development team to create a fast-paced gameplay experience with gorgeous visuals, original characters, and never-before-seen game mechanics in the card-battle genre,” said Clive Downie, CEO of DeNA West. “*TRANSFORMERS: LEGENDS* packs an extraordinary amount of fun and engaging action into mobile devices for everyone, from the most devout TRANSFORMERS fans to those players that might be experiencing the ‘More Than Meets the Eye’ property for the first time.”

Inspired by the “first generation” characters and styling of the TRANSFORMERS brand introduced by Hasbro in the 1980’s, players can collect hundreds of diverse TRANSFORMERS characters in their “Robot Mode” and “Alt Mode,” which can be used in battle or to upgrade and level up other cards to create an even stronger deck. Players can also collect and combine the matching Robot and Alt modes of the same TRANSFORMERS characters to create stronger AUTOBOTS and DECEPTICONS with special bonuses in battle, giving players a powerful advantage against their opponents.

“This is our first time working with DeNA and we’re excited to be teaming with their mobile game experts on our first official TRANSFORMERS mobile card-battle game,” said Mark Blecher, Senior Vice President, Digital Gaming at Hasbro. “The launch of *TRANSFORMERS: LEGENDS* is a great opportunity for us to share the TRANSFORMERS brand with the millions of game players across DeNA’s Mobage social network.”

*TRANSFORMERS: LEGENDS* introduces new gameplay sequences during campaign missions where players can intercept enemy missiles in real-time as they scan battlefields for new TRANSFORMERS characters and other rewards. Player-versus-player matches give players an opportunity to showcase their most powerful TRANSFORMERS characters against opponents from around the world. Regular live events will be hosted in *TRANSFORMERS: LEGENDS* where hundreds of players can battle against their greatest enemies in order to save the world or mine it for its vital resources.

The *TRANSFORMERS: LEGENDS* App is available for free from the App Store on iPhone, iPad and iPod touch and on Google Play for Android devices at: <http://transformers-legends.com>

The launch trailer for *TRANSFORMERS: LEGENDS* can be found via the following link: <http://moba.ge/TLTrailer>

Download art assets for *TRANSFORMERS: LEGENDS* at the following link:  
<https://www.yousendit.com/download/UVJnSU5KMGtZY1ROUjhUQw>

**About DeNA**

DeNA Co., Ltd. is a global leader in mobile Internet services focused on social games and e-commerce. DeNA operates the Mobage 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](http://dena.com)

## **About Hasbro's TRANSFORMERS brand**

First introduced in 1984 by Hasbro and Takara Tomy, the TRANSFORMERS brand has provided kids with hours of MORE THAN MEETS THE EYE fun with their action figures that convert from robot to vehicles and back again. Legions of kids around the world grew up creating fantastic adventures and battles set on both the planet CYBERTRON and Earth that featured the "good-guy" AUTOBOTS and the "bad-guy" DECEPTICONS. Since then, more than 7,500 robots have been introduced in animated TV series, comic books, three live-action feature films, thrill rides and more.

## **About Hasbro**

[Hasbro, Inc.](http://www.hasbro.com) (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, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative, 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 Company's Hasbro Studios develops and produces television programming for markets around the world. The Hub TV Network is part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), in the U.S. 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). © 2012 Hasbro, Inc. All Rights Reserved. Keep up with the latest news about Hasbro and its popular brands on Twitter at [www.Twitter.com/HasbroNews](https://twitter.com/HasbroNews).

*TRANSFORMERS and all associated characters are trademarks of Hasbro. Apple, and App Store are trademarks of Apple Inc. Android and Google Play are trademarks of Google Inc. All other marks and names are trademarks of their respective companies.*

###

### **Press Contacts:**

DeNA

Lisa Revelli

[lisa.revelli@dena.com](mailto:lisa.revelli@dena.com)

Hasbro, Inc. (U.S.)

Daniel Benkwitt

401-727-5318

[dbenk Witt@hasbro.com](mailto:dbenk Witt@hasbro.com)