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Sony Pictures Animation Drives TONKA Trucks To The Big Screen

Fully Animated Film To Be Produced By Happy Madison and Hasbro

CULVER CITY, Calif., June 11, 2012 /PRNewswire/ -- TONKA, the Hasbro brand that for 65 years has stood for its line of toy trucks for children, will bring its TONKA toughness to the big screen in a fully animated motion picture to be produced by Sony Pictures Animation, Hasbro and Happy Madison Productions. The announcement was made today by Bob Osher, president, Sony Pictures Digital Productions, Michelle Raimo-Kouyate, president of Production for Sony Pictures Animation and Brian Goldner, president and CEO of Hasbro. The film will also be produced and developed by Goldner and Hasbro's senior vice president and managing director of motion pictures, Bennett Schneir and will be written by Fred Wolf.

The new TONKA project strengthens the growing ties between Sony Pictures and Hasbro, following the announcements that Sony Pictures is developing motion pictures based on Hasbro's RISK and CANDY LAND brands. CANDY LAND is also a Happy Madison project.

Commenting on the announcement, Osher said, "In its 65 years, TONKA has become more than a toy or a brand — TONKA trucks are a rite of passage for kids all around the world. Time spent with these toys creates memories that last a lifetime as kids are inspired to play using the boundaries of their imagination. We look forward to creating a family friendly motion picture that brings the Tonka experience to life."

Raimo-Kouyate added, "Fred and our friends at Happy Madison and Hasbro have a truly inventive take on what it means to be 'TONKA tough' that will translate the multi-generational appeal of this world-renowned brand into a fun animated adventure for the whole family."

"We're thrilled to be working with Bob, Michelle, and the amazing team of artists and storytellers at Sony Pictures Animation," said Schneir. "Together with Happy Madison, we're excited to bring TONKA trucks to life in a terrific story for audiences around the world."

One of the most recognized brands in Hasbro's portfolio, TONKA has been the bestselling toy truck globally since 1947. Giving children real-life, relatable experiences, TONKA trucks help kids learn the confidence to get the job done.

About Sony Pictures Entertainment

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Corporation of America, a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; home entertainment acquisition and distribution; a global channel network; digital content creation and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of entertainment in more than 159 countries. For additional information, go to <http://www.sonypictures.com/>

About Sony Pictures Animation

Sony Pictures Animation produces a variety of animated entertainment for audiences around the world. The studio is following its worldwide comedy hits—the 2011 hybrid live action/animated family blockbuster, *The Smurfs* (3D) and the 2009 mouth-watering *Cloudy with a Chance of Meatballs* (3D) with the family comedy *Hotel Transylvania* (3D) in September 2012 and *The Smurfs 2* (3D) in July 2013. Sony Pictures Animation, in conjunction with Aardman Animations, has produced two feature films: the critically acclaimed, CG-animated family comedy *Arthur Christmas* (3D); and the stop-frame animated high-seas adventure, *The Pirates! Band of Misfits* (3D), in U.S. theaters April 27, 2012. In 2007, *Surf's Up* received an Academy Award® nomination for Best Animated Feature Film. The division, whose first feature film *Open Season* led to a very successful movie franchise, is turning 10 this year. Sony Pictures Animation is an operating unit of Sony Pictures Digital.

Website: <http://www.sonypicturesanimation.com/>

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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, 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. Programming in the U.S. is distributed on The Hub TV Network, 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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