



Angry Birds Star Wars™ II launches with over 30 playable characters and the chance to “Join the Pork Side”!

Rovio Entertainment presents Angry Birds Star Wars II™ – a continuation of the blockbuster franchise with an all-new game, and a line of merchandise that includes toys, books and Hasbro TELEPODS

Espoo, Finland -- September 18th – Rovio Entertainment Ltd. released Angry Birds Star Wars II today for iOS, Android, and Windows Phone 8 devices worldwide, with the biggest lineup ever of new characters in an Angry Birds game. Angry Birds Star Wars II is the sequel to the #1 hit blockbuster game with new characters, new levels, new powers, and new ways to play. For the first time ever, players can Join the Pork Side and play as both the birds and the pigs. In addition, Hasbro has introduced TELEPODS which combines physical and digital gameplay by allowing players to teleport physical Angry Birds Star Wars toy characters into the mobile and tablet versions of the game.

“Angry Birds Star Wars II combines the rich worlds of both Angry Birds and Star Wars™ in a unique way featuring fan favorite characters from both the dark and light side of the Force,” said Jami Laes, EVP Games, Rovio Entertainment. “We have taken the gameplay to a whole new level, giving our fans the option to play as both the birds and the pigs. We are also excited to introduce the amazing new TELEPODS from Hasbro. For the first time ever our new characters will not only appear in future game updates, but also on store shelves. We’ve heavily invested in the longevity of the franchise and have great updates already lined up for the coming months.”

Angry Birds Star Wars II follows the story of Star Wars Episodes I-III and introduces Angry Birds versions of iconic characters such as young Anakin, Jango Fett and Darth Maul. In addition to the vast amount of content readily available in the game, new characters and powers can be unlocked by placing one of the collectible TELEPODS physical figures onto the phone or tablet camera and scanning it into the game. Over thirty figures are available at launch on September 18th.

More information:

Angry Birds Star Wars II [download link](#)

Angry Birds Star Wars II [official gameplay trailer](#)

Join the Pork Side with [Ian McDiarmid](#)

About Rovio Entertainment Ltd.

Rovio Entertainment Ltd is an industry-changing entertainment media company headquartered in Finland, and the creator of the globally successful Angry Birds™ characters franchise. Angry Birds, a casual puzzle game, became an international phenomenon within a few months of its release. Angry Birds has expanded rapidly into multifaceted entertainment, publishing, and licensing to become a beloved international brand. Rovio's animated Angry Birds feature film is slated for July 1, 2016. www.rovio.com

About Hasbro Inc.

Hasbro, Inc. (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 LITTLEST 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.

STAR WARS and related properties are trademarks and/or copyrights, in the United States and other countries, of Lucasfilm Ltd. and/or its affiliates. TM & © 2013 Lucasfilm Ltd. All rights reserved. All other trademarks and trade names are properties of their respective owners.

Press Contacts:

Rovio Entertainment Ltd

media@rovio.com

Lucasfilm Ltd.

Barbara Gamlen

415-746-8528

bgamlen@lucasfilm.com

Hasbro, Inc.

Daniel Benkwitt

401-727-5318

dbenk Witt@hasbro.com