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HASBRO AND ATARI RESOLVE DUNGEONS & DRAGONS RIGHTS DISPUTE

August 15, 2011 (Renton, WA) – Wizards of the Coast LLC, Hasbro, Inc. (NASDAQ: HAS) and Atari, S.A. announced today the settlement and resolution of the complaint against Atari, S.A. and the counterclaims filed by Atari, S.A. against Hasbro, Inc. filed in December 2009 in regards to the Dungeons & Dragons brand.

Digital licensing rights for Dungeons & Dragons have been returned to Hasbro. Atari will continue to develop and market several games under license from Hasbro and Wizards, including the #1 Xbox LIVE® hit *Dungeons & Dragons: Daggerdale* and the upcoming *Heroes of Neverwinter* for Facebook. Additional settlement details remain private.

In addition, the acquisition of Cryptic Studios by Perfect World Entertainment Inc. from Atari in July 2011 has delayed the *Neverwinter* PC Game scheduled for release later this year. Perfect World will be investing in a more immersive experience for release in late 2012.

About Wizards

Wizards of the Coast is the leader in entertaining the lifestyle gamer. The company holds an exclusive patent on trading card games (TCGs) and their method of play and produces the premier trading card game, MAGIC: THE GATHERING®, among many other trading card games and family card and board games. Wizards is also a leading publisher of roleplaying games, such as DUNGEONS & DRAGONS®, and publisher of fantasy series fiction with numerous *New York Times* best-sellers. For more information, visit the Wizards of the Coast website at www.wizards.com.

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, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of 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 HUB, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The HUB is www.hubworld.com. The HUB logo and name are trademarks of Hub Television Networks, LLC. © 2011 Hasbro, Inc. All Rights Reserved.

About Atari

Atari (www.atari.com) is a multi-platform, global interactive entertainment and licensing company. The original innovator of gaming, founded in 1972, Atari owns and/or manages a portfolio of more than 200+ game franchises, including world renowned brands like Asteroids®, Centipede®, Missile Command®, Pong®, Test Drive®, Backyard Sports®, Deer Hunter®, Ghostbusters®, and Rollercoaster Tycoon®. Atari capitalizes on these powerful properties by delivering compelling games online (i.e. browser, Facebook® and digital download), on smartphones and tablets and other connected devices. The Company also develops and distributes interactive entertainment for video game consoles from Microsoft, Nintendo and Sony. As a licensor, Atari extends its brand and franchises into other media, merchandising and publishing categories. Atari has offices in Los Angeles, New York, Paris, Lyon and London.