

# 3D Systems and Hasbro Agree To Co-Venture and Mainstream 3D Printing Play Experiences For Children

February 14, 2014 (Source: 3D Systems) – Highlights:

- Companies plan to exclusively co-develop and commercialize innovative play printers and platforms later this year
- Alliance leverages entirety of Hasbro's world-renowned brands and retail presence with 3DS's powerful 3D printing portfolio to redefine play

3D Systems (NYSE:DDD) and global branded play company, Hasbro, Inc. (NASDAQ:HAS) today announced their intent to co-develop, co-venture and deliver new immersive, creative play experiences powered by 3D printing for children and their families later this year. This partnership combines Hasbro's world-renowned portfolio of consumer brands, extensive play expertise and retail reach with 3DS' powerful portfolio of 3D printing products, platforms and perceptual devices to mainstream new and innovative play and co-creation experiences at home and online.

"We believe 3D printing offers endless potential to bring incredible new play experiences for kids and we're excited to work with 3D Systems, a recognized industry leader in this space," said Hasbro President & CEO Brian Goldner.

"We are thrilled to collaborate with Hasbro, a premier, global, branded play company, to jointly define, shape and lead the entire digital play space, powered by 3D printing," said Avi Reichental, President and CEO, 3DS.

Learn more about 3D Systems' commitment to manufacturing the future today at [www.3dsystems.com](http://www.3dsystems.com) and experience the 3D printed lifestyle for children and adults alike at [www.cubify.com](http://www.cubify.com).

## **About Hasbro**

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 180 markets around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications. 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).

## **About 3D Systems Corporation**

3D Systems is a leading provider of 3D printing centric design-to-manufacturing solutions including 3D printers, print materials and cloud sourced on-demand custom parts for professionals and consumers alike in materials including

plastics, metals, ceramics and edibles. The company also provides integrated 3D scan-based design, freeform modeling and inspection tools. Its products and services replace and complement traditional methods and reduce the time and cost of designing new products by printing real parts directly from digital input. These solutions are used to rapidly design, create, communicate, prototype or produce real parts, empowering customers to *manufacture the future*.

### **Leadership Through Innovation and Technology**

- 3DS invented 3D printing with its Stereolithography (SLA) printer and was the first to commercialize it in 1989.
- 3DS invented Selective Laser Sintering (SLS) printing and was the first to commercialize it in 1992.
- 3DS invented the Color-Jet-Printing (CJP) class of 3D printers and was the first to commercialize 3D powder-based systems in 1994.
- 3DS invented Multi-Jet-Printing (MJP) printers and was the first to commercialize it in 1996.

Today its comprehensive range of 3D printers is the industry's benchmark for production-grade manufacturing in aerospace, automotive, patient specific medical device and a variety of consumer, electronic and fashion accessories.

### **Hasbro, Inc. Caution Concerning Forward-Looking Statements**

Certain statements in this press release may constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are made on the basis of Hasbro's current expectations regarding future events, including potential performance, and Hasbro's ability to achieve its other financial and business goals. These statements are subject to significant risks and uncertainty, and Hasbro's actual actions or results may differ materially from those expected or anticipated in the forward-

looking statements due to both known and unknown risks and uncertainties. Specific factors that might cause such a difference include delays, increased costs or difficulties in the initiatives described in this press release, Hasbro's ability to successfully design, develop, produce and introduce brands, products and product lines which achieve and sustain interest from consumers, and consumers' acceptance and purchase of those products in quantities and at prices that will be sufficient to profitably recover development, manufacturing, marketing, and other costs, and other risks and uncertainties as may be detailed from time to time in Hasbro's public announcements and Securities and Exchange Commission filings, including Hasbro's most recent annual report on Form 10-K and its most recent quarterly reports on Form 10-Q. Hasbro undertakes no obligation to make any revisions to the forward-looking statements contained in this release or to update them to reflect events or circumstances occurring after the date of this release.

### **3D Systems Forward-Looking Statements**

Certain statements made in this release that are not statements of historical or current facts are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements may involve known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the company to be materially different from historical results or from any future results or projections expressed or implied by such forward-looking statements. In addition to statements that explicitly describe such risks and uncertainties, readers are urged to consider statements in the conditional or future tenses or that include terms such as "believes," "belief," "expects," "estimates," "intends," "anticipates" or "plans" to be uncertain and forward-looking. Forward-looking statements may include comments as to the company's beliefs and expectations as to future events and

trends affecting its business and are necessarily subject to uncertainties, many of which are outside the control of the company. The factors described under the headings "Forward-Looking Statements," "Cautionary Statements and Risk Factors," and "Risk Factors" in the company's periodic filings with the Securities and Exchange Commission, as well as other factors, could cause actual results to differ materially from those reflected or predicted in forward-looking statements.