

NetDragon & Hasbro Join to Bring “TRANSFORMERS Online” MMORPG to Asia and Beyond

[July 31, 2010, Hong Kong] -- **NetDragon Websoft Inc.** (“NetDragon”; Stock Code: 777), a leading online game developer and innovator in China, today announced that it has entered a brand licensing agreement with Hasbro, Inc., a worldwide leader in children's and family leisure time products and services, for the exclusive rights to develop and publish in Asia, Russia/CIS and MENA an MMORPG based on Hasbro's iconic TRANSFORMERS brand. The action-oriented PC online game “TRANSFORMERS Online” is expected to officially roll-out in 2011 in China as well as other select markets in Asia, MENA and Russia/CIS.

The TRANSFORMERS brand has garnered a worldwide fan base of millions due to the ideal worldview on which it is based, its ever-changing image, and its sustained promotion through toys, movies, TV shows, comics, and other consumer channels.

“NetDragon's proven expertise at creating hugely successful MMOG's, coupled with the passion they share for the iconic TRANSFORMERS brand, means we are thrilled to be entering into this license with them to deliver a truly ground-breaking MMO to fans in China and selected markets in Asia and Russia/CIS,” said Mark Blecher, General Manager and Senior Vice President of Digital Media & Gaming at Hasbro.

NetDragon Chairman and Executive Director Liu Dejian expressed, “As a brand and a cultural icon, TRANSFORMERS is already a household name in China, and we are extremely honored to be able to join hands with Hasbro to bring the excitement and fanaticism of TRANSFORMERS into the online gaming sector. We firmly believe that through the hard work of NetDragon's passionate and creative employees, we will be able to create a game that will stand the test of time for TRANSFORMERS fans and hobbyists around the globe.”

About NetDragon

NetDragon Websoft Inc. is a leading innovator and creative force in China's online gaming industry. Established in 1999, NetDragon has been operating and developing a broad range of MMORPGs since launching its first self-made title *Monster & Me* in 2002. In addition, NetDragon is China's pioneer in overseas expansion, having directly operated its titles in overseas markets since 2004 in English, French, Spanish and other foreign languages. NetDragon's game portfolio comprises a range of massively multiplayer online games that cater to various types of players and gaming preferences. Current offerings include the games *Eudemons Online*, *Conquer Online*, *Zero Online*, *Way of the Five*, *Heroes of Might & Magic Online*, *Disney Fantasy Online* and *Tian Yuan*. NetDragon also has several games currently in development, including *Dungeon Keeper Online*, *Doomsday*, *Cross Gate*, *Legend of the Dark* and a new version of *Ultima Online*.

About Hasbro

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, NERF, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com> © 2010 Hasbro, Inc. All Rights Reserved.

For further information please contact:

NetDragon Websoft Inc.

Ms. Maggie Zhou (Investor Relations Department)

Tel: +86 591 8754 3120

Email: maggie@nd.com.cn

ir@nd.com.cn

IR website: www.nd.com.cn/ir