



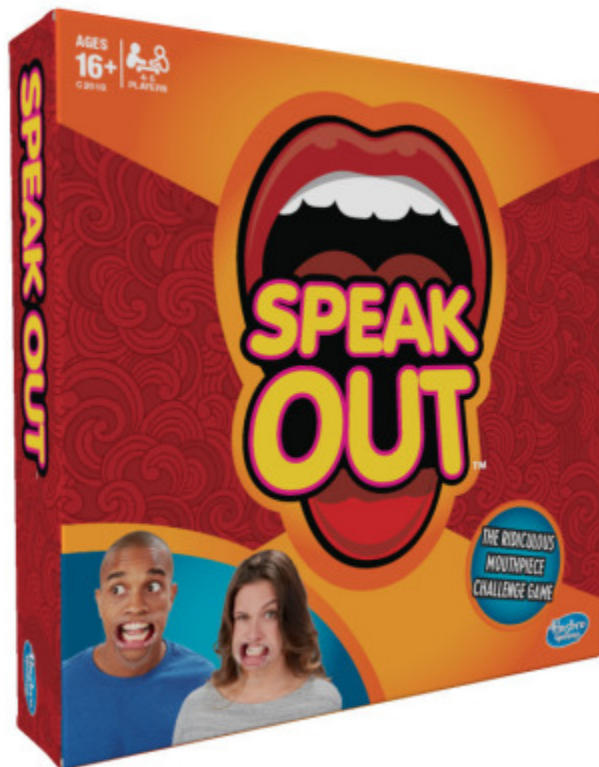
Hasbro Brings Mouth Piece Challenge to the Masses with New SPEAK OUT Game

June 24, 2016

Content Creators and Online Influencers to Be First to Demo Game at VidCon 2016

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Hasbro, Inc. (NASDAQ: HAS) will launch the new SPEAK OUT game which challenges players to say ridiculous things, such as "Nifty Nuns Having Fun" while wearing a mouth piece. Mouth piece challenge videos have taken the Internet by storm and the new SPEAK OUT game includes hilarious content from Hasbro's best-in-class game creators, giving players everything they need to challenge their friends and create sharable laugh-out-loud moments.

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Hasbro's development of the SPEAK OUT game follows the incredible success of last year's PIE FACE game, which took off after a video of a grandfather and grandson playing together became a viral sensation.

"Both PIE FACE and SPEAK OUT are as fun to watch as they are to play - a key element for a great game and a terrific opportunity for Hasbro to extend viral play patterns to gaming fans around the world," said Jonathan Berkowitz, senior vice president of global marketing for Hasbro Gaming. "We're looking to provide consumers with exciting, authentic gameplay experiences driven by real people and real moments and are thrilled to deliver the side-splitting SPEAK OUT game this summer."

The SPEAK OUT game will be on display at the Hasbro Gaming booth at VidCon, taking place June 23 - June 25 in Anaheim, California, and will be available to play at the convention's Creator's Party, giving attendees the first chance to demo the game before it hits shelves. Hasbro will also team up with entertainer Joe Santagato, whose "[Watch Ya' Mouth](#)" challenge video received nearly 45 million views to date, to create custom SPEAK OUT content for social media and a game expansion.

The SPEAK OUT game includes five mouth pieces, 200 double sided Content Cards, and a one-minute sand-timer. The SPEAK OUT game will be available for players ages 16 years and up this August in the U.S., U.K., and Canada for an approximate retail prices of \$19.99 at most

major retailers and HasbroToyShop.com. The game will also be available in multiple markets including France, Germany, and Spain later this fall.

Fans can follow all the Hasbro Gaming action at VidCon at [@HasbroNews](#) on Twitter and [@Hasbro](#) on Instagram and stay updated on the latest Hasbro Gaming news at [@HasbroGaming](#) on Facebook.

About Hasbro

[Hasbro](#) (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and consumer products licensing, Hasbro fulfills the fundamental need for play and connection with children and families around the world. The Company's Hasbro Studios and its film label, ALLSPARK PICTURES, create entertainment brand-driven storytelling across mediums, including television, film, digital and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

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