Nearly Half of MONOPOLY Players Confess to Cheating During Gameplay

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Hasbro announces First Ever MONOPOLY "CheatBot" Inviting Fans to Report Rule Breakers via Facebook Messenger

PAWTUCKET, R.I.--(BUSINESS WIRE)--Jan. 16, 2018-- The MONOPOLY game has long sparked family feuds and arguments across the globe – and with good reason.

In a recent study of approximately 2,000 people, nearly 50 percent of respondents reported some form of cheating during MONOPOLY gameplay, including stealing money from the bank, moving a token across multiple spaces, making up fake rules, and more. Today, Hasbro, Inc. (NASDAQ: HAS) is launching a new way to solve the game's cheating and questionable behavior once and for all with the introduction of MONOPOLY CheatBot, a unique adaptation of Facebook Messenger.

The new MONOPOLY CheatBot, available January 16 through February 16, will help settle game disputes and crack down on rule breaking with the help of MR. MONOPOLY himself, who will dole out personalized consequences in real-time, such as going directly to MONOPOLY jail or paying a $200 fine in MONOPOLY Money.

"The cheating has gone on too long! With nearly one out of every two MONOPOLY players bending – or breaking – the rules, we knew it was time to put an end to the cheating, and what better way to reach our fans than by leveraging the innovative Facebook Messenger technology," said Jonathan Berkowitz, senior vice president of marketing for Hasbro Gaming. "With MONOPOLY CheatBot, we're empowering fans to 'report' their family and friends for corrupt and questionable game play – with customized consequences to hopefully end MONOPOLY feuds for good."

Starting today, fans can visit Facebook.com/Monopoly to report their friends and family to MR. MONOPOLY using MONOPOLY CheatBot. Fans can also join the conversation using #MonopolyCheater.

MONOPOLY is the world's favorite family game brand and is enjoyed by more than 1 billion players in 114 countries across the globe. Fans can engage with the MONOPOLY brand across many platforms and formats including live events, fashion licensing, digital gaming, casino gambling, and more. Stay updated on the latest MONOPOLY brand news at Monopoly.com, Facebook.com/Monopoly , @HasbroNews on Twitter and @Hasbro on Instagram.

About Hasbro
Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences.* From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. Through Hasbro Studios and its film labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 1 on the 2017 100 Best Corporate Citizens list by *CR Magazine*, and has been named one of the World's Most Ethical Companies ® by *Ethisphere Institute* for the past six years. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro & @HasbroNews) and Instagram (@Hasbro).

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