



Hasbro Partners With Roblox to Bring Roblox Immersive Digital Worlds to Life

April 13, 2021

Partnership will bring official NERF Roblox Blasters and MONOPOLY: Roblox 2022 Edition Board game to fans worldwide

PAWTUCKET, R.I. & SAN MATEO, Calif.--(BUSINESS WIRE)--Apr. 13, 2021-- Global play and entertainment company Hasbro, Inc. (NASDAQ: HAS) today announced its official partnership with Roblox Corporation (NYSE: RBLX), a global online platform bringing millions of people together through shared experiences, to introduce a range of Roblox inspired NERF blasters representing some of the most popular experiences on the Roblox platform. In addition, Hasbro has developed a Roblox version of its iconic MONOPOLY board game (MSRP: \$19.99), which is available now for pre-order on [Hasbro Pulse](#) for fans aged 16 and older in the U.S. and Canada and at [Big Bad Toy Shop](#).

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210413005723/en/>

The NERF Roblox blasters represent some of the most iconic games on the Roblox platform, each with billions of lifetime plays, including ADOPT ME!, ARSENAL, JAILBREAK, MAD CITY, MURDER MYSTERY 2, and PHANTOM FORCES, and will hit U.S. shelves this Fall with additional markets to follow. Each of the NERF blasters will include a code that Roblox fans can redeem for a virtual blaster to equip on their avatar — and use in the game that inspired it!

The MONOPOLY: Roblox 2022 Edition board game lets fans collect and trade popular Roblox experiences while playing the Roblox-inspired version of the iconic board game. Each MONOPOLY game will include a code to redeem for an exclusive virtual item. The MONOPOLY: Roblox 2022 Edition board game is available now for pre-order on [Hasbro Pulse](#) for fans aged 16 and older in the U.S. and Canada and at [Big Bad Toy Shop](#).

"We are thrilled to bring NERF Nation and the Roblox community together for the first time with an incredible line of blasters we know they will be clamoring to get their hands on," said Adam Kleinman, Vice President, NERF Global Marketing. "Our design teams have done a phenomenal job capturing the creativity and essence of Roblox creators and their most immersive, innovative Roblox games in NERF blaster form and we can't wait to deliver these new items to Roblox fans around the world!"

"Roblox values the incredible contributions of its community of creators, and our partnership with NERF is an ideal way to bring their inspiring creations on the platform to life for millions of Roblox and NERF/MONOPOLY fans to enjoy in the metaverse as well as in real life," said Craig Donato, Chief Business Officer at Roblox.

Additionally, later this year, NERF will be embracing the power of the Roblox platform and launching its own NERF-branded experience on Roblox for its fans. Details on the launch will be revealed later this spring.

About Roblox

Roblox's (NYSE: RBLX) mission is to build a human co-experience platform that enables shared experiences among billions of users. Every day, more than 32.6 million people around the world have fun with friends as they explore millions of immersive digital experiences. All of these experiences are built by the Roblox community, made up of over eight million creators. We believe in building a safe, civil, and diverse community—one that inspires and fosters creativity and positive relationships between people around the world. For more information, please visit corp.roblox.com.

ROBLOX and the Roblox logo are among the registered and unregistered trademarks of Roblox Corporation in the United States and other countries. © 2021 Roblox Corporation. All rights reserved.

About Hasbro

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to making the world a better place for all children, fans and families. Hasbro delivers immersive brand experiences for global audiences through consumer products, including toys and games; entertainment through eOne, its independent studio; and gaming, led by the team at **Wizards of the Coast**, an award-winning developer of tabletop and digital games best known for fantasy franchises MAGIC: THE GATHERING and DUNGEONS & DRAGONS.

The company's unparalleled portfolio of approximately 1,500 brands includes MAGIC: THE GATHERING, NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE, DUNGEONS & DRAGONS, POWER RANGERS, PEPPA PIG and PJ MASKS, as well as premier partner brands. For the past decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the **100 Best Corporate Citizens** by 3BL Media and one of the **World's Most Ethical Companies** by Ethisphere Institute. Important business and brand updates are routinely shared on our [Investor Relations](#) website, [Newsroom](#) and social channels (@Hasbro on Twitter, Instagram, Facebook and LinkedIn.)

© 2021 Hasbro, Inc. All Rights Reserved.

HAS-B

View source version on [businesswire.com](https://www.businesswire.com/news/home/20210413005723/en/): <https://www.businesswire.com/news/home/20210413005723/en/>

For Hasbro:

Jen DeAngelis, 401-727-6833

jen.deangelis@hasbro.com

For Roblox:

Brian Jaquet, 415-235-4844

bjjaquet@roblox.com

Source: Hasbro, Inc.