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## My Life Games Announces Custom-Designed Monopoly and Scrabble Games

Consumers select photos and unique designs to create one-of-a-kind, customized MONOPOLY and SCRABBLE games available on [CafePress.com](http://CafePress.com)

LOUISVILLE, Ky.--(BUSINESS WIRE)-- [My Life Games LLC](http://MyLifeGames.com), creator of innovative personalized games, is introducing customizable MONOPOLY and SCRABBLE games, under license from [Hasbro, Inc.](http://Hasbro, Inc.) (Nasdaq:HAS), a global leader in gaming. The games will be distributed by [CafePress Inc.](http://CafePress Inc.) (Nasdaq:PRSS), an industry leader in on-demand printing. Consumers can personalize these official games with their own photos and text, choosing from a large selection of designs available through CafePress.



<http://www.cafepress.com/+monopoly+gifts>  
<http://www.cafepress.com/+scrabble+gifts>

"MONOPOLY and SCRABBLE are two of the most popular family games and CafePress is thrilled to help consumers personalize a purely unique version of these timeless sources of fun," said Ty Simpson, Vice President of Business Development for CafePress. "Everything we do is about helping people embrace their personalities and interests through unique products and content."

The online personalization market has grown with the rise of what many consider a "golden age" of photography, with many people focused on capturing every moment of their lives on camera. Consumers are taking more digital images than ever before and using them to design traditional items such as greeting cards, apparel and photo books. Now, they can easily customize MONOPOLY and SCRABBLE games with a user-friendly interface that enables them to choose and arrange their photos from Facebook, Picasa, SmugMug and Flickr, or upload images from their desktop or mobile device. Fans can also select from game board designs for every occasion: birthdays, holidays, anniversaries or preserve memories from vacations, graduations, sports teams, friendships, and more. Each unique, full-size, high quality board is printed, packaged and shipped with all the classic game components (letter tiles, houses, hotels, dice, etc.) They're

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complete and ready to play!

"It's more creative than conventional shopping; consumers have an emotional investment in the process," said Nan Finkenaur, founder of My Life Games. "Imagine creating a one-of-a-kind game that celebrates your family and promotes spending time together, in a personal way your family can enjoy together."

## About My Life Games

My Life Games, LLC offers consumers a unique opportunity to create games that capture memories and milestones in their lives. They are seasoned experts in game and graphic design, and ongoing development of visual themes will span the range of life experiences. Beyond holidays and birthdays, these games are perfect for: classrooms and youth sports, friendship and love, non-profit fundraisers and corporate gifts, and so much more - great designs that speak to anyone wanting to build their own personal MONOPOLY or SCRABBLE game experience. Learn more at [www.MyLifeGames.com](http://www.MyLifeGames.com).

## About CafePress [PRSS]:

[CafePress](#) is passionate about helping individuals forge connections and celebrate their identities, interests and obsessions through unique products and content.

Our customers include people from all walks of life who are drawn to products that are emotional, inspirational and motivational. CafePress continues to enhance its assortment of designs, brands, images and base goods within its library of print-on-demand products. This expansion solidifies CafePress' reputation as the ultimate resource for creating connections and bring-to-life creativity, opinions and passions. For more information, visit [www.cafepress.com](http://www.cafepress.com) or connect with CafePress on [Facebook](#), [Twitter](#), [Pinterest](#) or [YouTube](#).

## 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 is responsible for entertainment brand-driven storytelling around Hasbro brands across television, film, commercial productions and short-form. 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) and follow us on Twitter ([@HasbroNews](#)).

SCRABBLE is a trademark of Hasbro in the US and Canada only.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20141120005257/en/>

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