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## **Grammy-Nominated Pop Artist Chris Brown Teams with Hasbro, Inc. to Launch U-DANCE "Superstar" Sweepstakes**

**Visit [www.udancegame.com](http://www.udancegame.com) to Vote on Chris Brown's Hottest Dance Moves and Enter for a Chance to Win a Training Session with a Choreographer and Star in Your Own Dance Video**

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Hasbro, Inc.'s (NYSE:HAS) Tiger Electronics brand has teamed with Grammy-nominated pop sensation Chris Brown to celebrate the launch of the unique U-DANCE gaming system, where the player is the controller. Fans can visit [www.udancegame.com](http://www.udancegame.com) to watch a selection of Chris Brown dance videos and vote on which dance move they like best. Voters can also enter the U-DANCE "Superstar" Sweepstakes for the chance to win a trip to Hasbro Studios in Rhode Island where the winner will be given a training session by a choreographer and perform in their own dance video.

Hitting shelves this month, U-DANCE is completely dance-mat free. Through the use of a patented technology, the U-DANCE gaming system combines the hot trend of dance with motion sensing technology allowing players' feet to be the controller and enjoy a wide range of motion.

"The online videos show off some of my hottest dance moves - it's hard to pick a favorite so I thought I'd let my fans choose for me," said Brown. "U-DANCE is cool because it lets you perform real dance moves - and, of course, because it features my song Run It."

"U-DANCE is predicted to be one of this holiday's hottest items," said Adam Biehl, senior director, global brand marketing, Hasbro, Inc. "We are thrilled to launch this revolutionary dance game with Chris Brown, one of today's most popular performers, and offer a lucky winner the exciting opportunity to star in their very own dance video."

The U-DANCE "Superstar" Sweepstakes kicks off today and will run through November 18, 2008 on [www.udancegame.com](http://www.udancegame.com) (visit site for details and official rules). Visitors to the site can view videos featuring some of Chris Brown's most exciting dance moves and vote on the move they think is the coolest. Visitors aged 8-17 will have the opportunity to enter a sweepstakes for the chance to win a trip to Hasbro Studios in Rhode Island where the winner will be given a training session by a choreographer and perform in their very own dance video which will be posted on the U-Dance website. One grand prize winner will be chosen; ten first prize winners will be chosen and will receive a U-DANCE gaming system.

### About U-DANCE

Through the use of a patented technology, the U-DANCE gaming system combines the hot trend of dance with motion control technology allowing players to become the controller and enjoy full range of motion. With U-DANCE, players aren't limited to a dance mat and can perform real dance moves like jumping, sliding, cross-overs and more. Dancers simply plug the console into their TV, attach the wireless Motion Tags to their feet and literally STEP INTO THE GAME, using their body as the game controller. As the dancers move their feet, their movements will be mirrored by their 'virtual footprints' on the screen. To play, dancers follow actual footprint icons as they appear on the screen to the beat of the music; the pace and difficulty level of the dance moves will gradually increase and dancers will be scored on their accuracy. With no dance mat to limit their movement, players can perform actual dance moves and groove to their heart's content!

U-DANCE features twelve songs that include a great combination of classic dance hits and music from some of today's hottest artists. The U-DANCE game features master recordings of Run It by Chris Brown, ABC by Jackson 5 and Gonna Make You Sweat (Everybody Dance Now) by M.V.P. featuring C + C Music Factory.

The U-DANCE gaming system (ages 8 years and up) is available nationwide for an approximate retail price of \$74.99. Four "AA" batteries are required but not included. For more information on this and additional products in the 2008 Tiger Electronics line up, visit [www.tigerelectronics.com](http://www.tigerelectronics.com).

## About Hasbro, Inc.

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Source: Hasbro