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## Britney Spears Teams up with Hasbro to Introduce a New Twist on a Favorite Game

*New TWISTER DANCE Game to Feature a Remix of the Smash Hit "Till the World Ends"*

PAWTUCKET, R.I.--(BUSINESS WIRE)-- With the help of pop icon Britney Spears, everyone will be dancing until the world ends with the new TWISTER DANCE game from [Hasbro](#) (NASDAQ: HAS). The innovative game combines today's best dance music with the iconic TWISTER spots and will give girls a new way to learn moves to today's hottest dance songs, including a custom TWISTER remix of "Till the World Ends" featuring Britney Spears.



"Dancing has been such an important part of my life since I was a little girl," said Britney Spears. "As soon as I saw the new TWISTER DANCE game, I knew I wanted to be involved. I think kids will love rocking the spots and dancing to the music as much as my boys and I do. It's a lot of fun!"

In addition to having a custom remix of her hit song featured in the game, Spears will be featured on game packaging, in a television ad and in dance instruction videos that will be released in Fall 2012.

The game invites kids to rock the spots by placing moveable TWISTER spots on the floor and then following the direction of the TWISTER DANCE console. The TWISTER DANCE console offers superior sound quality and bright, multi-color LED lights that light up to show dancers on which spots they should place their feet. Arm and hand movements are up to the dancers, allowing them to show off their individual style.

Britney Spears Teams up with Hasbro to Introduce Twister Dance (Photo: Business Wire)

"Caught Up in a Twister." Plus, players can connect any mp3 player to the console to dance to their own tunes. The built-in beat detection system turns any song into a dance routine, so players can rock the spots with new and different songs every time they play.

TWISTER DANCE will be available in Fall 2012 for the approximate retail price of \$34.99. The game is recommended for 1 to 2 players, ages 8 and up. Four AA batteries are required for the dance console. The game includes 8 moveable TWISTER spots (4 per player).

### **About Hasbro**

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF,

Girls will also be able to move to the beat of songs featuring Ke\$ha and Willow Smith, and an exclusive TWISTER DANCE song called

PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is [www.hubworld.com](http://www.hubworld.com). The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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