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Hasbro Introduces LIVE, a Revolutionary New Way to Game

New MONOPOLY LIVE and BATTLESHIP LIVE Games to be Released in Fall 2011

EAST LONGMEADOW, Mass., Feb 11, 2011 (BUSINESS WIRE) -- In Fall of 2011, Hasbro will introduce LIVE, a revolutionary new way to play games that features guided play and unexpected events that will entertain players and keep them engaged throughout the game experience. The first Hasbro games to go LIVE are BATTLESHIP and MONOPOLY, which will be unveiled at American International Toy Fair in New York City this weekend.

"From the moment the tower is switched on, the tower comes to life. The game is fun, fast-paced, easy to play and incredibly engaging," said John Frascotti, Chief Marketing Officer at Hasbro. "LIVE games offer the great face-to-face social play that everyone loves about board games while delivering a totally new, surprising and unique game experience."

Each LIVE game is hosted by the tower, which reminds players about the rules, tracks the game, keeps score and adds unexpected twists to game play. For example, in BATTLESHIP LIVE a typhoon could suddenly cause damage to ships or an air attack could undermine the mission. In MONOPOLY LIVE, a sought after property could suddenly be up for auction or players could be invited to send the cab around the game board to earn cash when landing on Free Parking.

The technology behind LIVE is Motion Vision Play, which brings games to life through a revolutionary electronic tower and a specially designed game board that work together to communicate with players throughout the game. The tower contains an infrared camera that scans the game board and pieces in order to keep track of game play.

BATTLESHIP LIVE provides a revolutionary way to play the naval battle game play as players dive into the action and take hands-on control of every shot fired and missile launched. The voice of a naval commander provides direction as the Motion Vision Play technology in the LIVE tower detects all ship, cannon and hand movements during the game. Firing at targets comes alive with the sound of missiles flying through the air and water splashing as ships are correctly targeted and sunk. Surprise elements such as a typhoon or spy plane may interrupt and change the course of game play at any time.

MONOPOLY LIVE engages players in the highs and lows of the modern real estate market as it is brought to life by the Motion Vision Play technology. The LIVE tower is the centerpiece of the game, identifying movers, watching hand movements, tracking all bank balances and introducing unexpected events throughout the game. Players never know when they're going to be able to take a cab ride around the board to their most coveted property, cash in on a horse race or ride out a stock rally for an unexpected dividend. The game also introduces some updated opportunities, such as the option to "green" utilities to earn tax breaks. Negotiating and trading with fellow players is still required to collect a complete color property group.

MONOPOLY LIVE and BATTLESHIP LIVE will be available in the game aisle in Fall 2011 for an approximate retail price of \$49.99. Both games are recommended for ages 8 and up.

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SOURCE: Hasbro, Inc.

Hunter Public Relations
Donetta Allen, 212-679-6600
dallen@hunterpr.com

or

Hasbro Games
Pat Riso, 413-526-2307
priso@hasbro.com