



August 26, 2008

## **MONOPOLY Fans Across the Nation to Unite for Global Attempt at World Record**

EAST LONGMEADOW, Mass.--(BUSINESS WIRE)--Aug. 26, 2008--In celebration of the release of the new MONOPOLY Here & Now: The World Edition game, U.S. fans will unite with enthusiasts from around the world on August 27, 2008 at 14:00 GMT (10:00 a.m. EDT) in an attempt to set a World Record for the most people ever playing MONOPOLY at the same time.

MONOPOLY fans in Atlantic City, Las Vegas and East Longmeadow, Mass. will join players in London, Tokyo, Frankfurt, and other cities dotting the globe to contribute to the total World Record participant count and make MONOPOLY history. In addition, fans unable to attend in person are invited to participate online on [www.Pogo.com](http://www.Pogo.com)<sup>™</sup>.

In Atlantic City, the birthplace of MONOPOLY, Mr. MONOPOLY will roll the ceremonial first die as fans play the hometown game on Kennedy Plaza located on the city's famous Boardwalk (across from Boardwalk Hall at Mississippi Ave.), which is also home to the highest rent property space in the original MONOPOLY game. Fans will also get the chance to play MONOPOLY on multiple digital platforms, including the Nintendo Wii<sup>™</sup>, online on [Pogo.com](http://Pogo.com)<sup>™</sup> and on mobile phones. Interested parties may RSVP to [monopolyatlanticcity@hunterpr.com](mailto:monopolyatlanticcity@hunterpr.com).

Fans will "pass GO" at another iconic location, the Eiffel Tower restaurant at the Paris Hotel in Las Vegas. Residents and tourists are invited to a breakfast event where they can play the game with Elvis (impersonators). Those who would like to attend should RSVP to [monopolylasvegas@hunterpr.com](mailto:monopolylasvegas@hunterpr.com).

Hasbro employees in East Longmeadow, Mass., the headquarters and U.S. factory for Hasbro Games, will take a break from their desks and assembly lines to play editions of the MONOPOLY game that are made at the local facility.

Universities across the country are also supporting the World Record attempt. From the Sun Devils to the Demon Deacons, student groups are organizing on-campus events to rally their communities around the World Record attempt. Participating schools include:

- Arizona State University
- Brigham Young University
- University of Central Florida
- University of Florida
- Syracuse University
- Wake Forest University

"We look forward to celebrating the new World Edition of MONOPOLY with our fans in the United States and around the globe," said Helen Martin, Vice President of Global Marketing for MONOPOLY Brand. "We are thrilled with the enthusiasm that people have shown for this historic version of the game."

In early 2008, MONOPOLY fans from around the world voted for the global cities that they would like to see represented on the first-ever world edition game board. After the worldwide vote, Montreal claimed the most expensive property (Boardwalk) on the new MONOPOLY Here & Now: The World Edition game board. Latvia's national capital, Riga, joins Montreal to round out the dark blue property group. More than 5.6 million votes were cast during the voting period to determine the 22 cities featured on the game board.

The new MONOPOLY Here & Now: The World Edition will be available in stores around the world starting today, August 26,

2008, and sold in the United States at mass merchandise retailers for an approximate retail price of \$34.99.

Fans of the game can play MONOPOLY in a variety of ways that best fit their schedules and lifestyles. Stemming from the strategic alliance between Hasbro and Electronic Arts Inc. (NASDAQ: ERTS), EA has created digital versions of MONOPOLY which will be available to download onto mobile phones, play free online at Pogo.com™ and for console systems including the Nintendo Wii™, Xbox 360™, PlayStation®2 and PLAYSTATION®3. The mobile game and online game at Pogo.com™ will be available starting September 3, 2008. The console versions of the video game are scheduled to launch October 2008.

B-roll of the game can be downloaded at  
[www.thenewsmarket.com/monopoly](http://www.thenewsmarket.com/monopoly)  
For B-roll of the event in Atlantic City:  
WEDNESDAY, AUGUST 27, 2008  
3:30-3:45 PM EDT (12:00 PM PDT), 7:00-7:15 PM EDT (3:00 PM PDT)  
Gal-25; T-15 (c-band analog) / Downlink Frequency: 4000 (v)

Since 1935, more than 250 million copies of the MONOPOLY game have been sold in 103 countries and 37 languages. More than 200 different editions of the game have been published, but the most popular continues to be the classic "Number Nine." Affectionately known by its original product number, "Number Nine" is based on the streets of Atlantic City and is nearly identical to Charles Darrow's original submission to Parker Brothers. The MONOPOLY name and logo, the distinctive design of the game board, the four corner squares, the MR. MONOPOLY name and the character, as well as each of the distinctive elements of the board and playing pieces are trademarks of Hasbro for its property trading game and game equipment. © 2008 Hasbro. All Rights Reserved.

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