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CLUE: Secrets & Spies Edition Launched as Hasbro's First Text Messaging Enabled Board Game

International Spy Museum Hosts Spy-Themed Halloween Party in Celebration of Game

EAST LONGMEADOW, Mass., Oct. 29 /PRNewswire-FirstCall/ -- This Fall, the "who dunnit" murder mystery game of CLUE has been re-imagined in the world of international espionage with CLUE: *Secrets & Spies* Edition, a new spy-themed edition of the classic game. For the first time in Hasbro game history, players receive secret clues through real-time text messages on their personal cell phones. Prepare for an entirely new board game experience with CLUE: *Secrets & Spies* Edition as it takes players on globe-trotting adventures complete with masked identities, secret meetings and technological enhancements that help players crack the case.

On October 31, visitors to the International Spy Museum (SPY) in Washington, D.C. -- the go-to place for all things espionage-related -- will get the chance to experience CLUE: *Secrets & Spies* Edition like never before. As the exclusive host for the game's D.C. launch, SPY will have Special Agents Scarlet, Mustard, Plum, and the other agents on hand to greet junior agents. As part of the festivities from 1:00 to 9:00 p.m., a professional make-up artist will be on hand to teach the tools-of-the-trade necessary to transform visitors in preparation for a night of tricks and treats. Demonstrations are free-of-charge and include quick disguise applications meant to help visitors create their own undercover masterpieces. SPY is offering up to 50% discounts on admission to the permanent exhibit for all visitors who come in disguise throughout the day. CLUE: *Secrets & Spies* Edition game demos and giveaways will also take place during the Halloween event.

"We invite those in the Washington, D.C. area to come by the International Spy Museum on Halloween to see the world of spies brought to life on the spookiest night of the year," said Peter Earnest, Founding Executive Director of the International Spy Museum and a 35-year veteran of the Central Intelligence Agency (CIA). "As part of our celebration, visitors can play CLUE: *Secrets & Spies* Edition, taking on the role of secret agents, acting fast and using logic and reasoning to solve each mission, much like a real intelligence officer in the field."

In CLUE: *Secrets & Spies* Edition, players will find themselves on the edge of their seats, and occasionally on their cell phones, with the optional text messaging feature that delivers game-shaping intelligence. At the start of the game, players text in to "headquarters." During the game, six informative text messages will be sent to set players on a new path or prompt an urgent meeting. For example a text might read, "Trouble down under! Move 1 agt of ur choice 2 SYDNEY!" Clues can also be uncovered by using the ultraviolet decoder included in the game to reveal Secret Meetings.

"From the moment the game begins, CLUE: *Secrets & Spies* Edition puts players in the shoes of adventurous agents traveling the world to become an ultimate spy," said Belisa Anzalotti, Director of U.S. Marketing at Hasbro Games. "Hasbro is debuting the innovative technology of real-time text messaging with this game by turning an everyday phone into a top-secret device. This feature adds a new level of excitement and suspense to the game, creating a unique experience each time the game is played."

Players assume the identity of one of the CLUE secret agents who are on an important mission to foil the plans of the Criminal League for Ultimate Espionage (C.L.U.E.) and their top henchman Agent Black. From Los Angeles to Moscow, the true identities of Agent Mustard, Agent Scarlet and crew are kept secret as players work independently to complete missions by securing Secret Meetings, Activity Cards and gathering essential spy supplies such as folders, briefcases and diamonds. The agent who completes the most missions before being discovered by Agent Black will win the game and be declared the world's ultimate spy.

Available now for the approximate retail price of \$24.99, CLUE: *Secrets & Spies* Edition is suitable for two to five players, ages nine and up. Standard text messaging rates apply for players who elect to use the game's optional text messaging feature (cell phone not included). Hasbro is committed to maintaining text messaging support through December 31, 2011. For more information, visit hasbro.com. The classic game of CLUE will continue to remain on store shelves.

About Hasbro

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About the International Spy Museum

The International Spy Museum is the only public museum in the United States solely dedicated to the tradecraft, history, and contemporary role of espionage. Open since July 2002, the museum features the largest collection of international espionage artifacts ever placed on public display -- many have never been seen by the public. The Museum is located at 800 F Street, NW in Washington, DC's historic Penn Quarter, within 4 blocks of the National Mall, steps away from the Verizon Center, and within one block of FBI headquarters and Ford's Theatre. The Museum is conveniently located near the Gallery Place/Chinatown Metrorail station serviced by the red, yellow and green lines. www.spymuseum.org

SOURCE Hasbro

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