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SCRABBLE(R) Celebrates 60th Anniversary With Launch of SCRABBLE: Diamond Anniversary Edition

Hollywood Luminaries Among First to Play New Diamond Anniversary Edition Game at Beverly Hills 'SCRABBLE Under the Stars' Event Benefiting St. Jude Children's Research Hospital(R)

BEVERLY HILLS, Calif., June 13 /PRNewswire-FirstCall/ -- Hasbro, Inc., maker of SCRABBLE®[®], the irresistible word game that grew from underground craze to cultural icon, celebrates the 60th anniversary of the popular game with the national launch of its best-ever version, the SCRABBLE: Diamond Anniversary Edition Game. Hollywood celebrities were among the first to play the new SCRABBLE: Diamond Anniversary Edition Game last night at an exclusive charity event, hosted by SCRABBLE enthusiast Jimmy Kimmel of ABC-TV's "Jimmy Kimmel Live!" show. Kimmel and his producer Daniel Kellison were crowned the Celebrity Doubles Champion after a night of heated game play.

To raise funds and awareness for St. Jude Children's Research Hospital, the premier center for the research and treatment of pediatric cancer and other catastrophic childhood diseases, Hasbro donated \$50,000 and partnered with Clothes Off Our Back to feature SCRABBLE: Diamond Anniversary Edition Game boards signed by celebrities during event game play. The public can bid on those items and others at www.clothesoffourback.org through June 30, 2008, with proceeds benefiting St. Jude Children's Research Hospital.

The invitation-only SCRABBLE soiree was emceed by actor, writer and comedian Aisha Tyler and held at the private Goldstein Estate overlooking the lights of Los Angeles, where VIP players competed in eight teams of two for the coveted title of SCRABBLE Celebrity Doubles Champions. Kimmel and Kellison along with Skeet Ulrich and teammate Seth Green accumulated the most points at the end of two qualifying rounds and advanced to the finals, earning the chance to vie for the championship on a one-of-a-kind SCRABBLE: Swarovski Encrusted Board Edition featuring more than 30,000 sparkling Swarovski crystals, which is also available at auction through Clothes Off Our Back. Meanwhile celebrity game players including Rashida Jones, Dave Annable, Jamie-Lynn Sigler, Sarah Chalke and Natalie Maines enjoyed SCRABBLE-inspired cocktails from Grey Goose Vodka; wine and champagne courtesy of The Little Penguin; beer from Heineken and hors d'oeuvres courtesy of Chef Andrew Humbert.

"Everything about SCRABBLE sparkled last night at the 60th Anniversary celebration -- from the crystal-encrusted game board to the Hollywood stars in their finery, marking a fitting tribute to America's most popular word game," said Jay Bruns, Director of Marketing, Hasbro Games. "Now, with the launch of the SCRABBLE: Diamond Anniversary Edition Game, we've created special new features that make it easy for everyone to enjoy their favorite game anytime, anywhere."

Store, fold, grab and go: New SCRABBLE: Diamond Anniversary Edition Game

The SCRABBLE: Diamond Anniversary Edition Game is designed with one idea in mind: to spoil SCRABBLE players wherever they go. From the sleek folding carrying case to the two slide-and-store trays, there's never been a more convenient way to enjoy the popular game.

The new edition features a redesigned game board that keeps the letter tiles in place, a rotating base and curved tile holders so players can keep their letters a secret. In addition, the game board is refreshed with a modern color palette and box design, and folds for easy portability. Two built-in side trays provide easy, compact storage, and a game case handle makes it easy to grab a game and go. The SCRABBLE: Diamond Anniversary Edition Game is now available at mass merchandise and toy stores throughout America for the approximate retail price of \$34.99. For more information on SCRABBLE and game playing tips, visit www.SCRABBLE.com.

Sixty Years of SCRABBLE

A family favorite since 1948, SCRABBLE's meteoric rise began when an out-of-work architect from Poughkeepsie, New York

decided to invent a board game. Alfred Moshier Butts attempted to create a game that would use both chance and skill by combining features of anagrams and the crossword puzzle. He studied the front page of The New York Times and did painstaking calculations of letter frequency. His basic cryptographic language analysis and his original tile distribution have remained valid for almost three generations and billions of games played, according to the National SCRABBLE Association. Butts was initially turned down by two game companies that thought the game had no commercial potential. Sixty years later, SCRABBLE has sold over 100 million sets worldwide and there are between one and two million sold each year in North America. Today the SCRABBLE game is found in one out of every three homes in America, according to Hasbro.

The appeal of SCRABBLE is that anyone of any age can play. And because it's a game that brings families and friends together, every word counts, and every word is a winner. For example, more than one million students play SCRABBLE in more than 20,000 schools nationwide. Adults also play SRABBLE to have fun, build vocabulary skills and keep their minds sharp. In fact, a recent survey conducted by Russell Research for Hasbro found that 20 percent of baby boomers surveyed believe SCRABBLE is the board game that has the greatest impact on their mental acuity or sharpness.

About Hasbro

Hasbro (NYSE: HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world. SCRABBLE, the distinctive game board and letter tiles and all associated logos are trademarks of Hasbro in the United States and Canada and are used with permission.

About St. Jude

St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. Founded by late entertainer Danny Thomas and based in Memphis, Tenn., St. Jude freely shares its discoveries with scientific and medical communities around the world. No family ever pays for treatments not covered by insurance, and families without insurance are never asked to pay. St. Jude is financially supported by ALSAC, its fund-raising organization. For more information, please visit www.stjude.org.

SOURCE: Hasbro, Inc.

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