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Shoppers Pick Up Must-Have Holiday Gift - SCRABBLE FLASH

Hasbro's New High-Tech Word Building Game Is Breakout Success Among Consumers and Industry Leaders in 2010

EAST LONGMEADOW, Mass., Dec 09, 2010 (BUSINESS WIRE) -- As the calendar races toward the end of the year, consumers are in the midst of 2010 holiday shopping as indicated by record breaking sales surpassing \$1 billion on Cyber Monday. One product receiving particular holiday attention this year is Hasbro's new high-tech word building game, SCRABBLE FLASH, a game that has players racing to build as many words as possible in 75 seconds. SCRABBLE FLASH has been Hasbro's number one selling new game in the United States for the last four weeks.

SCRABBLE FLASH has also spent more than 70 days on the Bestsellers List on online retailer Amazon.com, which was the number 1 most visited site on Cyber Monday¹. The word racing game was ranked number 1 on their Bestsellers in Toys & Games List on Cyber Monday, and, when not holding the number 1 position, continues to remain at the top of the online retailer's rankings, which are updated hourly.

Made up of five electronic freestanding tiles, SCRABBLE FLASH has players speedily sliding, shuffling and swapping tiles to create as many three, four or five-letter words as possible in the allotted 75 seconds. This fast-paced word game uses 'Wonder-Link Technology,' which allows the five electronic tiles included in the game to communicate with each other. When the SCRABBLE FLASH tiles are lined up to create a new word, the tiles will light up and beep. SCRABBLE FLASH tiles also keep time and score. The changing letters guarantee players a new experience each time the game is played. Try the online demo at [apps.facebook.com/scrabbleflash](https://www.facebook.com/scrabbleflash).

"Everyone from kids and their parents, to Hollywood celebrities and toy industry leaders, are finding SCRABBLE FLASH to be an addictive, must-have gift this season," said Kevin Fortey, Vice President, Marketing, US Games Division. "The game marries the fun of traditional SCRABBLE word play with the element of surprise through the use of technology to create an addictively fun, hands-on SCRABBLE experience that is exciting for all who play."

Toy Industry leaders have lauded SCRABBLE FLASH in 2010 with numerous awards and distinctions honoring the game's innovation. The Toy Industry Association has included SCRABBLE FLASH on its list of nominees for its Toy of the Year Awards in both the Game of the Year and Innovative Toy of the Year categories, while FunFare Magazine honored SCRABBLE FLASH with its All Stars Award. The high-tech word building game also received the Oppenheim Toy Portfolio Toy Test Platinum Award, and the game found itself on notable holiday lists, such as the Toys R Us Hot Holiday List for 2010, *Parents* Magazine Best Toys for 2010 List and the *Time to Play* Most Wanted List.

SCRABBLE FLASH was even a hit with TV's best and brightest. Celebrities got a jump on their holiday shopping and tried their hand at Hasbro's fast paced word game while celebrating backstage at the P.F. Chang's Home Menu Frozen Moments Gift Lounge at the 62nd Annual Primetime Emmy Awards in August.

SCRABBLE FLASH, (known as BOGGLE FLASH outside of the U.S. and Canada), includes three unique ways to play the game, and is recommended for one or more players, ages 8 and up. SCRABBLE FLASH is available nationwide at mass retailers for an approximate retail price of \$29.99.

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¹ Reuters.com, www.reuters.com/article/idUSN0117558520101201

Photos/Multimedia Gallery Available: www.businesswire.com/cgi-bin/mmg.cgi?eid=6540517&lang=en

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