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## **Hasbro's LAZER TAG Returns This Fall 'Fully Loaded' for Fun with More Action, More Competition and More Gear**

### **This September, Tag Masters Across the Country can Visit Select Family Fun Centers to Participate in the 2008 Regional LAZER TAG Competitions**

PAWTUCKET, R.I.--(BUSINESS WIRE)--Sept. 24, 2008--Experience the thrill and competition of LAZER TAG like never before as Hasbro Inc. (NYSE:HAS) takes the popular game to the next level with new features including a videogame attachment for solo play. On September 26 - 28, LAZER TAG fans are invited to participate in the 2008 Regional LAZER TAG Competitions, high-energy events at some of the country's coolest family fun centers where they can test their LAZER TAG skills in an exciting, competitive environment. Hitting retail shelves this month, the LAZER TAG 2-IN-1 system brings the action to life with tactile elements that allow players to customize their taggers and actually feel the thrilling game of electronic tag.

"With tactile sensations, new technology, innovative features and a videogame attachment this isn't your parents' LAZER TAG," said Jonathon Berkowitz, director of global marketing, Hasbro, Inc. "The 2008 Regional LAZER TAG Competitions will allow players to experience first hand the thrill of the new LAZER TAG 2-IN-1 system - the game combines the competitive, action-packed fun of videogames with energetic, active play."

Each LAZER TAG 2-IN-1 system comes complete with two taggers, two green dot sights for trouble-free targeting and two SHOT BLAST attachments featuring pump action for wider blasts. Whether taggers are playing head-to-head or engaging in team play, the thrill of LAZER TAG is heightened by lights, sounds and new features including: a Rumble Pack that lets players feel when they've been hit, a Recoil Feature that is engaged with every shot fired, a Shield Button 'force field' application that protects players from incoming fire and a Manual Reload feature to restock "ammo" after ten shots. All LAZER TAG blasters feature a rail system allowing players to modify their tagger with new accessories and weapons to fit their game strategy.

In the mood for a battle but don't have an opponent? The LAZER TAG 2-in-1 system also allows taggers to enjoy the fast-paced action of LAZER TAG anytime, in the comfort of their home. The high-tech system features the videogame attachment that connects to the tagger and plugs into the TV for a first person blaster game of LAZER TAG. Players will enjoy challenging battle in a variety of cool, virtual locations and unlock new features along the way.

The LAZER TAG 2-in-1 system (ages 8 years and up) will be available this fall for an approximate retail price of \$79.99. Twelve "AA" batteries are required but not included. LAZER TAG is a registered trademark of Shoot the Moon Products and is used with permission.

The 2008 Regional LAZER TAG Competitions will take place September 26-28 at select family fun centers across the country. All participants in the 2008 Regional LAZER TAG Competitions will receive a free LAZER TAG t-shirt and 'Dog Tag' (while supplies last). Players in the competition can enter to win prizes including the LAZER TAG 2-in-1 system and gift certificates to HasbroToyShop.com. To find a location near you, visit [www.LAZERTAG.com](http://www.LAZERTAG.com).

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