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## Hasbro Delivers Wide Range of Entertainment Experiences This Holiday Season

### Company Maintains Focus on Leveraging Brands on a Variety of Entertainment Platforms

PAWTUCKET, R.I.--(BUSINESS WIRE)--Sep. 30, 2009-- Hasbro, Inc. (NYSE: HAS) kicks off the holiday season with an exciting line-up of toys, games and entertainment experiences that can be enjoyed by children and families anytime and anywhere. With classic brands such as MONOPOLY, CANDY LAND, PLAY-DOH, MY LITTLE PONY and NERF, Hasbro is home to some of the most recognizable and trusted names in toys and games that have been enjoyed by families for generations. In 2009 Hasbro

continues to leverage its iconic brands in all new ways from traditional toys and games, to motion pictures, video games, television and more.

With the theatrical releases this summer of *Transformers: Revenge of the Fallen* and *G.I. Joe: The Rise of Cobra*, Hasbro once again demonstrated how the Company's brands powerfully translate to high octane entertainment. This holiday season, fans and kids can bring home the fantasy of these two iconic properties with all new toy lines featuring action figures, role play items and vehicles. Hasbro also continues to offer updated versions of its popular board games including the new MONOPOLY CITY and CLUE: SECRETS & SPIES which make great additions to any Family Game Night. Family Game Night invites families everywhere to turn off the outside world for a short time and reconnect with each other by playing board games for an evening of fun, learning and laughter.

The gaming fun doesn't end with traditional board games either as Hasbro's brands continue to be embraced in the video game aisle. This holiday season, consumers can expect to see new videogames from Electronic Arts Inc. (NASDAQ:ERTS) based on popular Hasbro brands including *LITTLEST PET SHOP FRIENDS*, *NERF "N-Strike" Elite* as well as *HASBRO FAMILY GAME NIGHT 2* which features several classic Hasbro games like OPERATION, JENGA and PICTUREKA.

"As we approach the holiday season, we are very pleased to provide a wide variety of entertainment options for children and families around the world," said John Frascotti, Global Chief Marketing Officer, Hasbro, Inc. "We've re-imagined several of our most popular brands to continue to delight our consumers with an entertainment portfolio of toys, games, movie, video games, books and assorted other products that deliver innovative play experiences and tremendous value for the holidays."

Highlights of Hasbro's new toy and game offerings for the 2009 holiday season include the following:

#### BOYS

##### TRANSFORMERS: REVENGE OF THE FALLEN Movie Line

- **TRANSFORMERS MOVIE FIGURES**

(Approximate retail price: starting from \$12.99; Ages: 5 & up; Available: Now)

For more than 25 years, TRANSFORMERS action figures have been known for their "MORE THAN MEETS THE EYE" play pattern, with robots converting into vehicles, and then back to robots again. In 2009, TRANSFORMERS movie action figures featuring the new film's most popular characters will be available in three scales: DELUXE, VOYAGER (larger scale), and LEADER (largest scale and includes lights and sounds). DELUXE includes 24 characters, VOYAGER offers 11 characters, and LEADER features three, including OPTIMUS PRIME and JETFIRE.

- **BUMBLEBEE MOVIE VOICE MIXER HELMET**

(Approximate retail price: \$39.99; Ages 5 & up; Available: Now)

In both *TRANSFORMERS* movies, BUMBLEBEE was a scene-stealer and an instant favorite among kids and long-time TRANSFORMERS fans. Now, kids can pretend to be the fun-loving AUTOBOT character BUMBLEBEE with a role-playing helmet. The toy allows kids to mix their voice through a "radio" — just like BUMBLEBEE — and also features realistic

robot battle sounds and radio tune-in phrases to add authenticity to the play experience.

- **TRANSFORMERS MOVIE CONSTRUCTICON DEVASTATOR**

(Approximate retail price: \$99.99; Ages 5 & up; Available: Now)

The largest and most powerful foe the AUTOBOTS encounter in *TRANSFORMERS: REVENGE OF THE FALLEN* is DEVASTATOR, a monstrous DECEPTICON robot made up of six separate construction vehicles known as the CONSTRUCTICONS. The TRANSFORMERS MOVIE CONSTRUCTICON DEVASTATOR allows kids to re-create the film's awesome action sequences.

## **GI JOE: THE RISE OF COBRA Movie Line**

- **G.I. JOE MOVIE 3-3/4-INCH MOVIE FIGURES**

(Approximate retail price: \$7.99; Ages: 4 & up; Available: Now)

G.I. JOE invented the action figure category 45 years ago, and the *G.I. JOE: THE RISE OF COBRA* movie-line 3 ¾-inch action figures continue this great legacy. All figures are sculpted to match their on-screen counterparts, including Sienna Miller as BARONESS, and Channing Tatum

as DUKE. Figures come with high-tech gear and projectile launchers, allowing for play among multiple waves that are set to be released in 2009, starting in July.

- **G.I. JOE MOVIE NIGHT RAVEN VEHICLE**

(Approximate retail price: \$39.99; Ages: 4 & up; Available: Now)

Based on the iconic jet from the 1980s and playing a big role in the movie, the COBRA NIGHT RAVEN comes fully loaded, with an array of engines, weapons, lights and sounds. The largest vehicle in the entire new G.I. JOE vehicle series, this jet also features a pump action "Lock and Load" system that readies the missiles for attack. Manning the controls in this ultimate G.I. JOE movie vehicle is a 3-¾-inch Air-Viper figure.

- **G.I. JOE MOVIE ACCELERATOR SUIT DUKE**

(Approximate retail price: \$69.99; Ages: 5 & up; Available: Now)

This unique figure captures the spirit of the G.I. JOE team leader and all of the technology needed to fight the COBRA forces. The ACCELERATOR SUIT DUKE figure comes equipped with the armored accelerator suit that DUKE wears in the G.I. JOE movie. When activated using an easy hand grip control, DUKE simulates his accelerator running motion, with motorized head, torso and arm movements as well as lights and speech with more than 50 phrases. With the ACCELERATOR SUIT DUKE figure, kids are able to "run" with DUKE and play out their favorite scenes from the movie or create their own new G.I. JOE missions.

## **STAR WARS**

- **STAR WARS DUEL ACTION LIGHTSABER**

(Approximate Retail Price: \$29.99; Ages: 6 & up; Available: Now)

Since the *STAR WARS* saga began 'a long time ago', Jedi young and old have relied on the lightsaber to protect the universe from the evil forces of the Empire. The newest version of the Jedi's signature weapon – the electronic DUEL ACTION LIGHTSABER – offers a unique twist never before seen across the galaxy. While initially appearing as a regular electronic lightsaber, this unique lightsaber features a second, smaller lightsaber hidden in its hilt, enabling a Jedi to fight with two separate lightsabers, or combine them to create a double-bladed weapon. Jedi now have a new and powerful way to command the Force!

- **STAR WARS CLONE TURBO TANK**

(Approximate Retail Price: \$99.99; Ages: 4 & up; Available: Now)

The next generation of *STAR WARS* fans are being introduced to the *STAR WARS* galaxy via the must-see animated series *STAR WARS: THE CLONE WARS* airing on Cartoon Network. As a follow-up to the popular AT-TE vehicle that topped Christmas lists in 2008, the CLONE TURBO TANK is an enormous field vehicle from the animated series, designed to transport up to twenty clone troopers (sold separately) into battle. The TURBO TANK features electronic sounds, running lights, phrases from the animation, a hidden, launchable speeder bike and a removable command center.

## **MARVEL**

- **WOLVERINE ELECTRONIC CLAW**

(Approximate Retail Price: \$19.99; Ages: 4 & up; Available: Now)

Now you can pretend to be Wolverine, the latest Marvel superhero to get the big-screen treatment. Slip on the WOLVERINE ELECTRONIC CLAW to act like the most intimidating of all the X-Men. The retractable claw includes iconic Wolverine phrases and sounds.

- **MARVEL UNIVERSE 3-3/4-INCH ACTION FIGURES**

(Approximate Retail Price: \$7.99; Ages 4 & up; Available: Now)

Hasbro's mastery of 3-3/4-inch action figures has expanded into the Marvel Comics universe! MARVEL UNIVERSE 3-3/4-INCH ACTION FIGURES will delight diehard and casual fans alike. From SPIDER-MAN and X-FORCE WOLVERINE to DAREDEVIL and ULTIMATE CAPTAIN AMERICA, fans will be treated to 34 single-pack figures throughout 2009, each featuring exceptional articulation and poseability, as well as unique accessories and their own "top secret" file card.

## **SPORTS ACTION**

### **NERF N-STRIKE RAIDER RAPID FIRE CS 35 blaster**

(Ages 6 years & up/Approx. Retail Price: \$29.99/Available: Now)

Get ready for the highest dart capacity NERF blaster yet! The NERF N-STRIKE RAIDER RAPID FIRE CS 35 blaster is the next big thing from NERF's popular N-STRIKE line of dart blasters and features a collapsible stock and new drum magazine that holds 35 darts and is interchangeable with the NERF N-STRIKE RECON CS-6 blaster and NERF N-STRIKE LONGSHOT CS-6 blaster. By holding the trigger and pumping, players can instantly transition between "single" fire and "slam" fire mode, unleashing a rapid stream of 35 darts. Complete with a removable shoulder stock and Tactical Rail System allowing players to customize their blaster for each mission, the NERF N-STRIKE RAIDER RAPID FIRE CS 35 blaster also features a cool "digital camo" pattern unlike any NERF blaster before it. No batteries required.

## **GIRLS**

### **MY LITTLE PONY PONYVILLE SWEETIE BELLE'S GUMBALL HOUSE**

(Ages 4 years & up/Approx. Retail Price: \$34.99/Available: Now)

The sweetest home in PONYVILLE is the MY LITTLE PONY PONYVILLE SWEETIE BELLE'S GUMBALL HOUSE playset, the newest addition to the PONYVILLE collection. Shaped like a giant gumball machine, this confectionery castle is the home of SWEETIE BELLE and features two levels full of whimsical fun. Ponies can join SWEETIE BELLE for a sugary snack in the first floor kitchen and then step outside for a fun filled ride on the elevator with music. Ponies can also spend playtime in the upstairs level, a beautifully bedecked bedroom complete with a window decorated with colorful "gumballs" and a balcony shaped like a giant lollipop with a candy cane awning. The MY LITTLE PONY PONYVILLE SWEETIE BELLE'S GUMBALL HOUSE playset comes complete with a special SWEETIE BELLE pony figure and additional adorable accessories including a kitchen table and chairs shaped like hard candies, kitchen accessories, a bedroom set, and more. Requires three "AAA" batteries, included.

### **LITTLEST PET SHOP COZY CARE ADOPTION CENTER**

(Ages 4 years & up/Approx. Retail Price: \$47.99/Available: Now)

Kids will love to "feed," "groom" and "dress" their pets at the COZY CARE ADOPTION CENTER a colorful new playset full of surprises, friends and tons of fun! The COZY CARE ADOPTION CENTER playset offers LITTLEST PET SHOP pets hours of play and tons of activities including an exciting training course perfect for a run or a fun-filled spin in a rotating playpen. These pets will have so much fun running and playing games—they never want to leave! After a long day of running and playing, pets can get groomed at the special salon. The COZY CARE ADOPTION CENTER playset comes with an exclusive dog and puppy pet in addition to over 30 cool accessories, lots of storage space and easy portability for girls to display their LITTLEST PET SHOP collection anywhere.

### **FURREAL FRIENDS LULU, MY CUDDLIN' KITTY**

(Ages 4 years & up/Approx. Retail Price: \$54.99/Available: Now)

The FURREAL FRIENDS brand launched in 2002 with the introduction of a lifelike cat and this fall, the brand returns to its roots with the introduction of LULU, MY CUDDLIN' KITTY pet, the most realistic feline to join the family. The "purr-fect" pet for little girls, LULU, MY CUDDLIN' KITTY pet features soft white and marmalade fur and preens, cuddles, and mews just like a "real" kitty cat. LULU, MY CUDDLIN' KITTY loves to snuggle; gently rub her back and she will "purr" and "meow" to show that she is happy. Once she's relaxed, LULU will roll over onto her back, indicating it's time to have her tummy rubbed. Just like a "real" cat, LULU preens as she "licks" her little paw, then lifts it up to clean her adorable face. Requires four "C" batteries, included.

### **ZAMBI THE BABY ELEPHANT, a special edition FURREAL FRIENDS plush toy**

(Ages 4 years & up/Approx. Retail Price: \$49.99/ Available: Now)

Earlier this year, Hasbro launched PROJECT ZAMBI, a global cause initiative tied to the new special edition FURREAL FRIENDS ZAMBI THE BABY ELEPHANT toy that is dedicated to raising awareness and benefiting programs caring for children orphaned by AIDS in Africa. ZAMBI THE BABY ELEPHANT features soft and cuddly ears and feet that are covered in a special fabric pattern designed by boys and girls from Zambia in one of the communities dedicated to caring for children orphaned by AIDS. Like the other animals in the FURREAL FRIENDS line of "come to life" plush pets, when you play with ZAMBI THE BABY ELEPHANT, he will blow kisses, raise his trunk, and trumpet his elephant call. He also has a sensor on his trunk, so he can hold onto your finger and "shake" your hand. Hasbro has committed to donate 50 percent of the net profits from ZAMBI THE BABY ELEPHANT -- a minimum of \$500,000 (in U.S. dollars) -- to the PROJECT ZAMBI Fund, part of the Hasbro Children's Fund, beginning in 2009. By purchasing ZAMBI THE BABY ELEPHANT, consumers will be supporting programs that work directly with children orphaned by AIDS in Africa.

### **STRAWBERRY SHORTCAKE BERRY CAFE Playset**

(Ages 4 years & up/Approx. Retail Price: \$34.99/Available: Now)

The STRAWBERRY SHORTCAKE BERRY CAFE playset is the most popular hangout in BERRY BITTY CITY - it's where STRAWBERRY SHORTCAKE and her friends can gather for "snacks", "smoothies", and fun! Shaped like a strawberry with opening doors and windows, the two-story cafe also features STRAWBERRY SHORTCAKE's bedroom and includes a three-inch scented STRAWBERRY SHORTCAKE MINI DOLL with removable fashion. The STRAWBERRY SHORTCAKE BERRY CAFE playset comes complete with adorable accessories including furniture, pretend food, a spinning smoothie machine, a "flying" bird that STRAWBERRY SHORTCAKE or her friends can ride, and more. Additional STRAWBERRY SHORTCAKE MINI SETS are sold separately. No batteries required.

### **PRESCHOOL**

#### **PLAY-DOH BURGER BUILDER**

(Ages 3 years & up/Approx. Retail Price: \$14.99/Available: Fall 09)

The PLAY-DOH BURGER BUILDER set is back and better than ever! Interchangeable molds offer everything kids need to create the perfect PLAY-DOH hamburger including tomatoes, lettuce, buns, and more. In addition, kids can crank out pretend potato or pickle chips with the exciting TWIST-A-CHIP Super Tool. Set includes five 2-ounce cans of colorful PLAY-DOH compound.

#### **PLAYSKOOL TUMBLE 'N TWIRL TOP**

(Ages 6 months & up/Approx. Retail Price: \$19.99/Available: Fall 09)

The TUMBLE 'N TWIRL TOP toy offers different play options to entertain a growing infant. Drop the four balls down the brightly-colored chute and press the button to start the twirling and popping fun! Infants will love to see the swirl of colors as the balls spin around. Older babies can open the door to release the balls and scramble after them in a fun frenzy.

#### **TONKA CHUCK & FRIENDS CHUCK MY TALKING TRUCK**

(Ages 3 years & up/Approx. Retail Price: \$34.99/Available: Fall 09)

CHUCK MY TALKING TRUCK toy is a preschool boy's best buddy who always has something to say! This friendly truck featuring sound recognition technology is fully interactive and will roll forward when called! CHUCK is revving to go with over 40 onboard phrases to encourage play such as "We've got work to do!" Toddlers will enjoy rolling the brightly-colored dump truck across the floor, tilting back the dump bed to unload big hauls, and going on adventures with their fun loving pal CHUCK. Requires three "C" batteries, not included.

#### **KOTA & PALS MONTY REX Dino**

(Ages 3 years & up/Approx. Retail Price: \$74.99/Available: Fall 09)

Preschoolers will delight in the awesome animated MONTY REX dinosaur. Standing over 15-inches tall, this lifelike dino not only moves its head, tail, and arms, but also actually walks! Toddlers can enjoy fun filled adventures with this realistic T-Rex pal that responds to touch, roars back when spoken to, and dances along to four engaging onboard songs. Requires three "C" batteries, not included.

### **PRESCHOOL GAMES**

#### **CANDY LAND SWEET CELEBRATION GAME**

(Approximate Retail Price: \$24.99; Recommended Age: 4 & up; Players: 2 to 4)

In Fall 2009, children become the game designers as they create a path to King Kandy's. For the first time, individual path pieces are linked together to make up the freestanding game board, allowing players to shorten or lengthen the game depending on the time allotted. Treats can be found at four "Sweet Spots," which are built in 3-D locations that are connected to the jeweled pathways. Travel to two new destinations in CANDY LAND – Captain Kidd Cone's Ship, the SS Neapolitan, and the Chunky Chocolate Mountains – to find ice cream cones and chocolate treats galore. Lift up the picnic tablecloth at Lolly's Lollipop Park to find lollipops. At Princess Frostine's Snowflake Lake, collect frozen gingerbread cookies. But, watch out for Lord Licorice who will try to block your path and ruin the celebration. Be the first to reach the celebration with your treats and you will become the guest of honor at the party!

#### **GIRAFFALAFF LIMBO**

(Approximate Retail Price: \$29.99; Recommended Age: 4 & Up; Players: 2 or more)

GIRAFFALAFF LIMBO is the crazy new game of "how low can you go?" Spin the dial to try one of the 6 limbo styles: classic, crabwalk, crawl, giraffe walk, forward or backward. The game's built-in sound will play an encouraging song as preschoolers try not to bump into GIRAFFALAFF. If GIRAFFALAFF is knocked over, he'll roll on the floor in laughter. The player that passes under GIRAFFALAFF at the lowest level wins.

#### **SCATTERPILLAR SCRAMBLE GAME**

(Approximate Retail Price: \$19.99; Recommended Age: 4 & up; Players: 2 to 4)

Kids will love watching SCATTERPILLAR wiggle and dance to the music in this fast-paced marble game. Players race to place

colored marbles in SCATTERPILLAR's wobbly hands. The first player to securely place all 8 marbles wins.

## **FAMILY GAMES**

### **BOP-IT!**

(Approximate Retail Price: \$19.99; Recommended Age: 8 and up; Available: Now; Players: 1 or more)

Everyone's favorite "think fast" game is back and better than ever! BOP-IT returns in 2009 with an updated look, new challenges and a party mode that will shake up any social scene. The game calls the shots, inviting players to shout, twist, pull or bop in random order. If players respond correctly, BOP-IT will answer with a new command. With three tricky levels, the fast-action game will challenge players to use different body parts, such as an elbow or head, to bop their way to a high score.

### **CLUE SECRETS & SPIES EDITION**

(Approximate Retail Price: \$24.99; Recommended Age: 9 and up; Available: Now; Players: 2 to 6)

CLUE *Secrets & Spies* Edition is Hasbro's first game to incorporate text-messaging into game play. As one of the world's top six international secret agents (Agents Scarlet, Mustard, Plum, Peacock, White or Green) players attempt to intercept Agent Black and put an end to his plot while remaining anonymous. The ultraviolet secret decoder will reveal clues that will help players track down Agent Black throughout the game. Players may also send a text message to C.L.U.E. headquarters to gain inside tips to help lead them to Agent Black's whereabouts. Headquarters will respond with game-changing intelligence sent directly to players' personal mobile phones.

### **CONNECT 4 X 4**

(Approximate Retail Price: \$19.99; Recommended Age: 8 and up; Available: Now; Players: 2 to 4)

CONNECT 4 x 4 is the first-ever four player edition of the classic four-in-a-row game. A clear double-decker checker grid allows players to win by playing four-in-a-row in a horizontal, vertical or diagonal line on either side of the grid or by weaving through one side of the grid to the other. Think strategically to find ways to connect the ringed checkers that may be unseen by your opponents. Or, focus on defensive game play – use the new block checker to claim territory and prevent an opponent from scoring.

### **KID CRANIUM: SPONGEBOB SQUAREPANTS EDITION**

(Approximate Retail Price: \$24.99; Recommended Age: 7 and up; Available: Now; Players: 2 or more)

KID CRANIUM: *SpongeBob SquarePants*

Edition is the first licensed edition of the zany CRANIUM game. Whether sculpting a Krabby Patty out of clay or solving an underwater adventure, the whole family will enjoy quirky activities featuring *SpongeBob SquarePants* and his pals.

### **MONOPOLY: HASBRO FAMILY GAME NIGHT CHAMPIONSHIP Edition**

(Approximate Retail Price: \$19.99; Recommended Age: 8 and up; Players: 2 to 6; Available: October 2009)

MONOPOLY: *Family Game Night Championship* Edition allows families to run their own nail-biting competitions from the comfort of their living rooms. Available in October to coincide with the MONOPOLY World Championships in Las Vegas, the game includes tournament rules, score sheets and a prized Mr. MONOPOLY trophy for the top MONOPOLY player in the family. Based on the classic game, the MONOPOLY: *Family Game Night Championship* Edition features the same Atlantic City properties with glitzy gold hotels and silver houses.

### **MONOPOLY CITY**

(Approximate Retail Price: \$34.99; Recommended Age: 8 and up; Available: Now; Players: 2 to 6)

MONOPOLY *CITY* has players erecting skyscrapers directly in the center of the game board! From the first roll of the dice, players begin buying and building structures within color districts. Say goodbye to green houses and choose from more than 80 3D structures, including industrial blocks, stadiums, skyscrapers and even parks. But beware of opponents sabotaging the game – players can build polluting power plants to send rents plummeting!

### **PICTUREKA! FLIPPER**

(Approximate Retail Price: \$24.99; Recommended Age: 6 and up; Available: Now; Players: 2 or more)

PICTUREKA! FLIPPER is the penguin-enabled, picture-hunting game, that gets the whole family together for constantly engaging fun. In the center of the table, a 3-D penguin frantically flips small game cards from its rotating base in a circular pattern onto the game table. Players then race to find the wacky drawings that match the "mission cards" before the penguin "quacks" and places more cards on the table. Easy to learn and easy to play, PICTUREKA! FLIPPER offers active fun for the entire family.

### **RUBIK'S 360**

(Approximate Retail Price: \$14.99; Recommended Age: 8 and up; Available: Now; Players: 1 or more)

After puzzling "cubers" for more than 30 years, RUBIK'S CUBE is back with its latest mind-boggling challenge, RUBIK'S 360. Made up of three clear spheres, players must twist and turn the outer sphere in order to align the two inner spheres and ultimately get the six small balls to lock into each of their corresponding colored pods to win.

## **GUESSTURES**

(Approximate Retail Price: \$24.99; Recommended Age: 8 & up; Available: Now; Players: 4 to 6)

This game of hilarious, high-speed charades will have families up and out of their seats for laugh-out-loud performances. With five silly words to act out on every turn, teams have to speed up their acting and guesses, or the card-munching timer will take away the card, and the point. Teams can choose between easy and hard questions, allowing players of all ages to compete in the silly fun of GUESSTURES. At the end of the game, the team with the most points wins the trophy included in the game.

## **TRIVIAL PURSUIT TEAM EDITION**

(Approximate Retail Price: \$34.99; Recommended Age: 12 and up; Available: Now; Players: 2 Teams)

For the first time, players can earn partial-credit for TRIVIAL PURSUIT trivia questions. TRIVIAL PURSUIT *TEAM* Edition goes beyond traditional Q&A to offer all new ways to play – such as “Name 6” with one point per correct answer, “More or Less” where players choose an easy or hard question and “Go for Broke” where players decide whether to bank points or keep facing more difficult questions. Teams will be competing until the very end!

## **CARD GAMES**

### **MONOPOLY DEAL CARD GAME**

(Approximate Retail Price: \$6.99; Recommended Age: 8 and up; Available: Now; Players: 2 to 6)

MONOPOLY enters the world of card games with this fast-paced, highly addictive game. MONOPOLY DEAL incorporates all the fun of MONOPOLY in 20 minutes or less! Players gather property sets and swap with opponents to own and build the iconic properties of the classic MONOPOLY board game – from Baltic to Boardwalk. But beware of Debt Collector, Forced Deal and Deal Breaker cards that bankrupt players in one turn!

### **SCRABBLE SLAM CARD GAME**

(Approximate Retail Price: \$6.99; Recommended Age: 8 and up; Available: Now; Players: 2 to 4)

SCRABBLE SLAM is the fastest SCRABBLE game yet. In this game filled with loud, boisterous fun, players are locked in a high-speed race to build a chain of four-letter words and be the first to get rid of the cards in their hand. Starting with a word such as “G-A-M-E,” players slam a letter card on the table to create new words, such as “S-A-M-E.” Players must think fast and act fast to be the first to get rid of all the cards in his or her hand.

### **PICTUREKA! CARD GAME**

(Approximate Retail Price: \$5.99; Recommended Age: 7 and up; Available: Now; Players: 2 to 6)

Quick, find the stinky things! Coming in Fall 2009, families can experience their favorite PICTUREKA! characters including the penguin, donkey and cavemen in a whole new way with the PICTUREKA! Card Game. With the same zany find it fast, find it fun of the board game, the card game has players searching at an even faster pace. Whether on-the-go or for Family Game Night, PICTUREKA! Card Game takes players on wacky missions they'll never expect.

## **About HASBRO**

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2009 Hasbro, Inc. All Rights Reserved.

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