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## **Hasbro Games Continue to Inspire Laughter During Family Game Night in 2010**

### **Updates to Classic Games Offer New Rounds of Fun for Weekly Family Entertainment**

EAST LONGMEADOW, Mass., Feb 11, 2010 (BUSINESS WIRE) -- Hasbro, the world leader in family and adult games, remains committed to providing entertainment solutions for cost-conscious parents in search of family friendly activities. With more than sixty well-known game brands in the Hasbro portfolio, families have a range of choices including MONOPOLY, THE GAME OF LIFE, CRANIUM, SORRY! and more. A recommended weekly Family Game Night will give families of all types and ages the opportunity to experience an inexpensive night of laughter and fun at home on a regular basis, and all will be rewarded with lasting memories as a result.

"Hasbro invites families to turn off electronic distractions, gather their favorite board game and reconnect with the people that matter most during a planned or spontaneous Family Game Night," said Phillip Jackson, Group Executive of Games at Hasbro. "Families across the country have begun to host Family Game Night as a way to enjoy time together while remaining on a budget. Hasbro continues to encourage families everywhere to join in the fun and designate one evening for games and share in learning, laughter, and creating moments that matter."

In 2010, Hasbro introduces a new selection of games to bring more excitement to Family Game Night. Choose how long you want to play in MONOPOLY U-BUILD, a new concept in MONOPOLY game play where you create a custom game track with snap-together property spaces that determine the length of play. For competitive players who appreciate the sweet taste of revenge, SORRY! SPIN - an updated version of the classic game - incorporates a rotating board that makes the game even more unpredictable and fun. The mystery-face guessing game of GUESS WHO? has also been given a modern update, and can now be played with up to four players. In GUESS WHO? MIX n' MASH, players create their own GUESS WHO? face arrangements and try to uncover the type of character designed.

Enjoy out of your seat fun with CRANIUM this year. CRANIUM is getting an update with 600 new questions and an expandable game board that allows for varied lengths of play in CRANIUM 2.0. Also new to the world of CRANIUM is CRANIUM SCRIBBLISH, a hilarious game that combines drawing with the "telephone" game.

Last, the find it fast game of PICTUREKA! introduces PICTUREKA! 2<sup>nd</sup> Edition with all-new wacky doodle drawings. And PICTUREKA! DISNEY Edition recreates characters from the wide world of Disney into the silly drawings featured on the PICTUREKA! game tiles in this exciting licensed edition.

Highlights of new Hasbro family games in 2010 include:

#### **MONOPOLY U-BUILD**

(Approximate Retail Price: \$19.99; Recommended Age: 8 & up; Available: Fall 2010; Players: 2 to 6)

MONOPOLY is giving players the chance to choose how long they want to enjoy a game with MONOPOLY U-BUILD, a new concept in MONOPOLY game play. Using hexagonal property spaces that snap together, players build a game track that creates a custom game board and determines the length of play. Decide to use the Starter Track for a 30-minute game before dinner, or try the Classic Track for a 60-minute game during family game night for longer-lasting fun. Once you've perfected these tracks, move onto the Pro or Freestyle Tracks for the ultimate gaming challenge. In MONOPOLY U-BUILD you choose, you build, you play!

#### **SORRY! SPIN**

(Approximate Retail Price: \$24.99; Recommended Age: 6 & up; Available: Fall 2010; Players: 2 to 4)

This Fall, SORRY! fans can experience the exhilarating game of sweet revenge with a wicked spin by sending opponents back to "START" with a quick turn of the SORRY! SPIN wheel. SORRY! SPIN, a new take on the classic game of SORRY!, features an innovative rotating game board that makes getting "HOME" more complicated and unpredictable than ever before as action cards and spin spaces can rotate pawns away from the "HOME" base just when you think you've secured the win. The unique dynamics involved in the game of SORRY! SPIN engage children and parents on every move, and create a level playing field that makes this anyone's game to win.

### **GUESS WHO? MIX n' MASH**

(Approximate Retail Price: \$19.99; Recommended Age: 8 & up; Available: Fall 2010; Players: 2 to 4)

GUESS WHO? MIX n' MASH puts a twist on the classic guessing game by allowing up to four players to create, and then guess, their wacky face arrangements. Align the three face parts - hair, eyes and mouth - but don't look! Ask questions to gather clues about the identity of the mystery character, for instance "does my character wear glasses?" The opponent responds with a "yes" or "no" answer, helping to eliminate characters and face combinations. After figuring out the type of character that you have selected, read the description provided aloud to the group and prepare for lots of laughs! With a variety of faces ranging from animal to alien, the more than 3,000 combinations to mash together seem endless!

### **CRANIUM 2.0**

(Approximate Retail Price: \$24.99; Recommended Age: Adult; Available: Fall 2010; Players: 4 or more)

For the first time since the game was first introduced in 1998, CRANIUM is being refreshed with an innovative 3-in-1 game board that can collapse or expand depending on the group's interest in a 20-minute, 2-hour, or an all night game. In CRANIUM 2.0, 600 question cards have been added, giving players new stars to mimic, updated words to spell backwards and even more interesting facts to uncover. With a game board that allows you to decide how long you want to play, and categories and questions that cater to any player's strength, CRANIUM 2.0 brings friends and family together for a full night of fun.

### **CRANIUM SCRIBBLISH**

(Approximate Retail Price: \$19.99; Recommended Age: 8 & up; Available: Fall 2010; Players: 4 to 6)

Scribble your way to win in CRANIUM's hilarious new game SCRIBBLISH, which combines drawing with the "telephone" game. During the game, players have 45 seconds to draw their best sketch that represents the phrase on the game card. The first player starts by drawing what they read on a statement and passes it to the next player who has to write a statement describing the drawing. The next person turns those words into images. The scrolled-story continues to be passed around the room until all players have a chance to draw. Players read the story created out loud to find out how "this" became "that"! Earn additional points by trying to guess what the other player has drawn or by drawing the funniest picture.

### **PICTUREKA! 2<sup>nd</sup> Edition**

(Approximate Retail Price: \$16.99; Recommended Age: 6 and up; Available: Fall 2010; Players: 2 or more)

The wacky drawings on the PICTUREKA! tiles are being updated with more silly faces and objects in the PICTUREKA! 2<sup>nd</sup> Edition. Game enthusiasts can add the 2<sup>nd</sup> Edition tiles to the classic game for an even more unexpected experience. To play, select one of the three mission cards - all play, find it fast, or out bid - and try to find objects fast and first. The first person to spot a silly drawing matching the task on the card can yell "Pictureka!" or "I found it!"

### **PICTUREKA! *Disney* Edition**

(Approximate Retail Price: \$16.99; Recommended Age: 6 and up; Availability: Fall 2010; Players: 2 or more)

Your favorite Disney characters from Sleeping Beauty to Aladdin to Mickey Mouse have been drawn in the wacky doodle art style of PICTUREKA!. Find these iconic faces fast and first to be crowned the PICTUREKA! champ! This game can be played as a stand-alone game, or placed next to the original PICTUREKA! or PICTUREKA! 2<sup>nd</sup> Edition tiles for even more family fun and laughs!

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,

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