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THE GAME OF LIFE, MONOPOLY and BATTLESHIP Get 'zAPPED' with New Revolutionary App Enhanced Hasbro zAPPED Gaming

Hasbro introduces a whole new way to game that merges digital gaming and a game board with the release of THE GAME OF LIFE zAPPED on February 10, 2012

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Hasbro, Inc. (NASDAQ: HAS), a global branded play company, is once again leading innovation across the gaming industry with the launch of Hasbro zAPPED Gaming. These new games will allow players to combine traditional analog, face-to-face gaming with the increased functionality of today's consumer technology.



In 2012, Hasbro zAPPED games will kick off a new era of gaming with three iconic brands — THE GAME OF LIFE, MONOPOLY and BATTLESHIP. Elements of these games will come to life when apps on iOS devices join with a game board to create a unique social twist on the digital gaming experience.

"Knowing that families are more attached than ever to their mobile devices, we wanted to revolutionize face-to-face gaming with our world famous brands and our proprietary technology to create a unique gaming experience," said Eric Nyman, Global Brand Leader for Hasbro Gaming.

The first game to hit store shelves is THE GAME OF LIFE zAPPED, which will be available on February 10, 2012. With more than 100 laugh-out-loud clips from "America's Funniest Videos" mixed with humorous animations, the game provides a new spin on the beloved classic game. Simply download the THE GAME OF LIFE zAPPED app onto the iPad, cue up the game, place the iPad on the game board, and watch as game comes to life on each turn as you travel around the game board. Players can create and upgrade their own Peg Person and spin THE GAME OF LIFE zAPPED virtual spinner in the accompanying iPad app.

Hasbro introduces a whole new way to game that merges digital gaming and a game board with the release of THE GAME OF LIFE zAPPED on February 10, 2012. (Photo: Business Wire)

\$24.99. The game will be available in Toys R Us Times Square immediately and in stores the week of February 17 before rolling out to other retailers later this year. The game is recommended for 2 to 4 players, ages 8 and up. THE GAME OF LIFE zAPPED app is available as a free download from the App Store.

THE GAME OF LIFE zAPPED game will be available first on Amazon.com and ToysRUs.com for the approximate retail price of

With MONOPOLY zAPPED, an iPad, iPhone or iPod Touch will be turned into a banking unit and will add and subtract money from virtual accounts with a simple tap of a special bank card on the iOS device. Plus, players will see the Chance and Community Chest cards come to life through fun and challenging virtual mini games as the players work their way towards

becoming a property mogul. (Available June 2012)

In the BATTLESHIP zAPPed game players, inspired by the "BATTLESHIP" feature film from Universal Pictures, use their iPad screen as the playing surface when waging epic battles by executing strategic maneuvers, launching devastating missile attacks and initiating lethal airstrikes. Once ship pawns are placed on the screen, the iPad will automatically recognize which pawns are in play and when they are moved. (Available September 2012)

About Hasbro

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is www.hubworld.com. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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