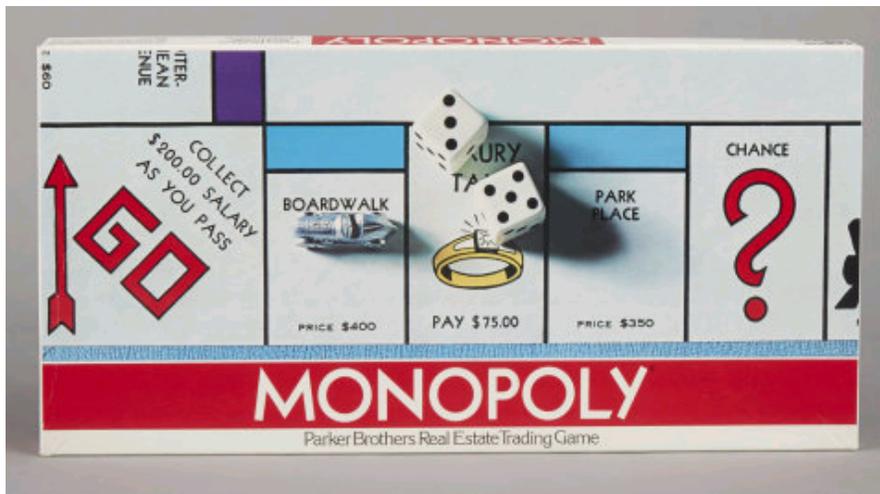




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Hasbro's Iconic MONOPOLY Brand Celebrates 80 Years as a Pop Culture Phenomenon

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Since its debut in 1935, the MONOPOLY brand has captivated more than 1 billion players in 114 countries around the world with its top hats, tokens, Chance Cards, and the thrill of passing GO! In 2015, Hasbro, Inc. (NASDAQ: HAS) will celebrate the MONOPOLY brand's 80th anniversary by offering fans multiple ways to experience the world's favorite family gaming brand including new products, entertainment and events.



Monopoly Game (1976)

"After eight decades, the MONOPOLY game remains immensely popular around the world, and we're thrilled to celebrate this iconic anniversary with new and exciting MONOPOLY experiences, like the new [the MONOPOLY 80th ANNIVERSARY Edition game](#)," said Jonathan Berkowitz, vice president of global marketing for gaming at Hasbro. "We continue to listen to our fans to keep the MONOPOLY brand relevant for today and introduce new ways for fans of all ages to enjoy the brand."

In celebration of the MONOPOLY brand's 80th anniversary, Hasbro Gaming introduced the MONOPOLY 80th ANNIVERSARY Edition game, available now, with a vintage-styled board, cards and money, wooden houses and hotels along with classic tokens from across the decades such as the lantern and money bag.

Fans can also experience the MONOPOLY brand in a variety of formats including digital gaming on all major platforms like mobile, console, and online through collaborations with licensees such as Ubisoft and EA. The game will also come to life on screen with the upcoming nationally syndicated weekly game show "MONOPOLY MILLIONAIRES' CLUB" hosted by Billy Gardell ("Mike & Molly," "You, Me and Dupree"). The show will air later this year on exclusive cable partner Game Show Network or fans can check local listings for where to watch. Players can also continue to enjoy the highly anticipated MONOPOLY at McDonald's promotion which has run more than 20 times in the U.S. and in more than a dozen countries around the world.

The MONOPOLY brand has built a passionate fan community on social media and has often looked to its fans globally to help influence changes to the game. In 2013, the brand tapped into its more than 11 million global Facebook fans to pick the game's newest token, the Cat, while the Iron token was retired. In 2014, the MONOPOLY brand also held the Great MONOPOLY 'House Rules' debate on Facebook where the brand crowd-sourced new "house rules" which are now included as optional rules in all MONOPOLY games.

In 2015, MONOPOLY fans from around the world will gather to celebrate the anniversary at the upcoming MONOPOLY World Championship event, scheduled for September 7-9, 2015 at The Venetian in Macao, China.

MONOPOLY lovers can look forward to the next 80 years, as the brand continues to evolve in surprising ways. Learn more about the MONOPOLY brand at www.Monopoly.com and join the conversation at [Facebook.com/Monopoly](https://www.facebook.com/Monopoly) or by using the hashtag #MONOPOLY80.

About Hasbro

[Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios is responsible for entertainment brand-driven storytelling around Hasbro brands across television, film, commercial productions and short-form. Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.

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