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U-DANCE - New Gaming System Uses Motion Sensing Technology to Give Players Total Freedom of Movement

NO MATS TO STEP ON, NO CONTROLLERS TO HOLD U-DANCE Utilizes Proprietary Features and Patented Technology; Unique Game Lets Players Actually STEP INTO THE GAME

PAWTUCKET, R.I., Feb 17, 2008 (BUSINESS WIRE) -- Tiger Electronics, the brand which has earned a reputation over the years for identifying and bringing to market some of the hottest and most innovative tech products for tweens, introduces the unique U-DANCE gaming system, where the player is the controller. Completely wireless and dance-mat free, the game changing system features motion sensing technology that allows players full range of movement, using their body to control game play. The U-DANCE system will feature popular dance music including Run It by Grammy-nominated pop artist Chris Brown.

As Hasbro looks ahead to potential future applications of this exciting patented technology, the company foresees new ways to re-imagine how people play and enjoy games.

"U-DANCE is the perfect example of how Tiger has earned its amazing track record for identifying trends and marrying them with popular entertainment and new innovations," said Brian Goldner, chief operating officer, Hasbro, Inc. "We're thrilled to add this technology to our Hasbro portfolio and have great hopes for its integration into future product lines."

"U-DANCE is the best dance game out there," said Grammy-nominated pop artist, Chris Brown. "If you like to dance like I do, you are going to love this game."

Through the use of a patented technology, U-DANCE combines the hot trend of dance with motion control technology allowing players to become the controller and enjoy full range of motion. With U-DANCE, players aren't limited to a dance mat and can perform real dance moves like jumping, sliding, cross-overs and more. Dancers simply plug the console into their TV, attach the wireless Motion Tags to their feet and literally STEP INTO THE GAME, using their body as the game controller. As the dancers move their feet, their movements will be mirrored by their 'virtual footprints' on the screen. To play, dancers follow actual footprint icons as they appear on the screen to the beat of the music; the pace and difficulty level of the dance moves will gradually increase and dancers will be scored on their accuracy. With no dance mat to limit their movement, players can perform actual dance moves and groove to their heart's content!

Tiger Electronics plans to launch U- DANCE this fall with twelve songs that include a great combination of classic dance hits and music from some of today's hottest artists. The U-DANCE game features master recordings of Run It by Chris Brown, ABC by Jackson 5 and Gonna Make You Sweat (Everybody Dance Now) by M.V.P. featuring C + C Music Factory.

The gaming system features energetic, fast-paced graphics and three levels of game play for each song. As dancers improve their skills they unlock additional levels of game play and cool new dance venues.

Players can enjoy a game alone or challenge a friend to face off arcade-style - dancers simply pass the Motion Tags to their opponent - and the unit will keep track of the all-time greatest scores. Need a break from dancing? Swing by the lounge to amuse yourself with the Lounge Lizards game where players are challenged to escape from the notorious lounge lizard-type characters, or hop on the Treadmill game to test your fast-footed moves and get a great workout at the same time!

The U-DANCE gaming system (ages 8 years and up) will be available nationwide this fall for an approximate retail price of \$74.99. For more information on this and additional products in the 2008 Tiger Electronics line up, visit www.tigerelectronics.com.

Hasbro (NYSE: HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of game and toys ranging from traditional to high-tech. Both internationally and in the

U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

SOURCE: Hasbro

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