



Hasbro Launches Historic Worldwide Vote Asking Fans to Pick All Eight MONOPOLY Tokens

January 10, 2017

Iconic Scottie Dog, Wheelbarrow And Boot Token Rally To Keep Their Spot in the MONOPOLY Game

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Will MONOPOLY fans vote to keep the Scottie dog token in the game? [Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) today announced the MONOPOLY Token Madness Vote, which leaves the fate of the eight current MONOPOLY tokens, including the Scottie dog, top hat, car, thimble, boot, wheelbarrow, battleship and cat in the hands of the fans. Starting today through January 31, fans worldwide can visit www.VoteMonopoly.com to choose eight tokens that they'd like to see in the next generation of the MONOPOLY game. Fans can pick eight tokens from a list of more than 50 contenders including the current tokens and new options such as a penguin, rubber ducky and bunny slipper. Hasbro will reveal the results of the vote on World MONOPOLY Day, March 19.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170110005787/en/>



"The MONOPOLY Token Madness Vote lets our passionate fans choose all eight tokens in the MONOPOLY game and no token - not even the Scottie dog -- is safe!" said Jonathan Berkowitz, senior vice president of marketing for Hasbro Gaming. "Only time will tell if fans will decide to stay with the classics, keep a few favorites or pick an entirely new line up of tokens."

The fan-picked MONOPOLY tokens will be updated in the MONOPOLY game hitting shelves this August. Hasbro will also introduce the MONOPOLY Token Madness Edition which includes the current eight tokens, plus eight golden colored tokens included in the vote, [available now](#) for the approximate retail price of \$19.99.

MONOPOLY tokens have been a key element of the game since it was introduced in 1935. The car, thimble, boot, top hat and battleship were among the original set of MONOPOLY tokens while the Scottie dog and wheelbarrow were added in the early 1950s. In 2013, fans voted the cat token as the newest Monopoly game piece while the iron token was retired after receiving the lowest number of fan votes.

MONOPOLY is the world's favorite family game brand and is enjoyed by more than one billion players in 114 countries across the globe. Fans can engage with the MONOPOLY brand across many platforms and formats including live events, fashion licensing, digital gaming, casino gambling and more. Stay updated on the latest MONOPOLY brand news at Monopoly.com, Facebook.com/Monopoly, [@HasbroNews](https://Twitter.com/HasbroNews) on Twitter and [@Hasbro](https://Twitter.com/Hasbro) on

Will MONOPOLY fans vote to keep these current eight tokens in the MONOPOLY game, or will new tokens take their place? The Monopoly Token Madness Vote starts today through January 31. (Photo: Business Wire)

Instagram.

For additional images and information on the MONOPOLY game and MONOPOLY tokens, visit our [online newsroom](#).

About Hasbro

[Hasbro](#) (NASDAQ: HAS) is a global play and entertainment company committed to Creating the World's Best Play Experiences. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

HAS-B

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20170110005787/en/>

Litzky Public Relations

Christie Damato, 201-222-9118 x 27

cdamato@litzkypr.com

or

Hasbro Global Communications

Jen DeAngelis, 401-727-6833

Jen.deangelis@hasbro.com

Source: Hasbro, Inc.

News Provided by Acquire Media