



HASBRO ENHANCES THE MONOPOLY PLAY EXPERIENCE WITH EVOLUTION OF THE CLASSIC GAME AND NEW WAYS TO PLAY

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Fans Can Celebrate MONOPOLY'S 90th Anniversary with Expansion Packs and a New Look and Feel of the Classic Game

Pawtucket, RI (January 7, 2025) – Hasbro, a leading toy and game company, today revealed updates to the world's most popular family board game, MONOPOLY, and announced expansion packs in celebration of the iconic brand's 90th anniversary. Over the past nine decades, MONOPOLY has remained a beloved staple of game nights. With over a billion players across the globe, more than 300 licensed versions, numerous global experiences, and wide-ranging digital games including MONOPOLY GO!, the immensely popular No. 1 mobile game launch of all time from our partners at Scopely, MONOPOLY continues to find new ways to engage fans, cementing its status as a timeless classic sure to be enjoyed by generation after generation.

Kicking off the beloved brand's 90th anniversary, players everywhere can breathe new life into their classic MONOPOLY board through three new Expansion Packs: MONOPOLY Go to Jail, MONOPOLY Buy Everything, and MONOPOLY Free Parking Jackpot. These expansions not only provide quick-turn gameplay but also add twists by giving players a chance to win money, collect new cards to get away with mischief, and unlock opportunities to buy every space on the board – you can even buy the bank!

For Hasbro, players have always been at the forefront of the company's product development and are the reason for MONOPOLY's staying power. To support these updates, Hasbro conducted extensive research to understand how fans and families like to play and what experiences they want to take their gaming to the next level.

"MONOPOLY is more than a board game; it's a cultural phenomenon that has transcended generations and resonates deeply with players across the globe," said Brian Baker, Senior Vice President of Board Games at Hasbro. "These all-new expansion packs and the completely redesigned classic board game are a result of deep consumer insights, and I think they truly elevate the MONOPOLY play experience. For example, the MONOPOLY Free Parking Jackpot Expansion was inspired by decades of consumers developing their personal 'house rules,' and we wanted to recognize how our consumers have been playing. In our 90th year, we're celebrating the elements our players have loved for nearly a century to keep the exciting gameplay of MONOPOLY alive for decades to come."

In addition to the expansions, the classic MONOPOLY board game is getting an upgraded new look, featuring a sleek, more compact box for storage that's perfect for any game night, along with innovative storage solutions to keep the bank safe from thieves, MONOPOLY bills crisp and game pieces nice and organized. Plus, players can enjoy updated money designs and a return to the classic look fans know and love with the Chance and Community Chest cards, along with high-quality Title Deeds that elevate your gameplay. With stunning modern graphics, larger tokens, houses, and hotels, the game has never looked better.

MONOPOLY continues to demonstrate its global impact among families and fans. Beyond the tabletop, the franchise offers wide-ranging consumer touchpoints across in-person immersive experiences, fashion, digital games, home goods, entertainment and so much more. Through the new Expansion Packs and board game revamp, Mr. Monopoly marks a new beginning for the revered brand.

Break out these exciting new MONOPOLY Expansion Packs for family game night, vacations, and fast fun anytime – available now at most major retailers. The revamped MONOPOLY board game is available now for pre-order on [Amazon](#) and will be available at most major retailers this spring in the United States and early this year in Europe. You can download official images and other game assets [HERE](#).

About Hasbro

Hasbro is a leading toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and

exhilaration of play. Hasbro delivers play experiences for fans of all ages around the world, through toys, games, licensed consumer products, digital games and services, location-based entertainment, film, TV, and more. With a portfolio of over 1,800 iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands, Hasbro brings fans together wherever they are, from tabletop to screen.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit <https://corporate.hasbro.com> or @Hasbro on LinkedIn.