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## **Hasbro Announces the 12th Annual National School SCRABBLE TOURNAMENT to Take Place April 26-27 in Providence, RI**

### **Students Compete for \$10,000 Prize**

PAWTUCKET, R.I.--(BUSINESS WIRE)-- It's time for kids to C-O-M-P-E-T-E for the title of National School SCRABBLE Champion! The 2014 National School SCRABBLE TOURNAMENT, hosted by [Hasbro, Inc.](http://Hasbro.Inc) (NASDAQ: HAS), will take place April 26-27 at the company's new Providence, RI facility, One Hasbro Place. Young SCRABBLE enthusiasts, in fourth through eighth grades, are invited to compete once again for the \$10,000 top prize.

The National School SCRABBLE TOURNAMENT brings together contestants from across the U.S. and Canada and features the youngest and best SCRABBLE students. Students who compete in the tournament are generally members of a School SCRABBLE Club where they learn the rules of the game, practice their vocabulary, and learn the benefits of teamwork. Parents, teachers and coaches can go to: [www.schoolscrabble.us](http://www.schoolscrabble.us) to learn more about the event and to register students for the tournament. Registration costs \$100 per team and will be open from now until April 11, 2014.

The final round of this year's tournament will be broadcast live online using the innovative RFID SCRABBLE System from Mind Sports (International). The system utilizes custom built RFID technology and unique software that scans the board every 974 milliseconds to transmit the game to a live-stream on the web that showcases each team's tile rack, score breakdown as well as the 'Best Word' that each team can play at any given point.

Live commentary will accompany the broadcast and a live viewing party will be hosted on-site for those in attendance.

"We are thrilled to continue the tradition of the annual National School SCRABBLE TOURNAMENT," says John Frascotti, chief marketing officer of Hasbro, Inc. "The School SCRABBLE Program has helped to inspire curiosity and learning among students, and we can't wait to celebrate these students and provide them with an opportunity to show off their exceptional SCRABBLE skills in a game that is mentally and socially engaging, and fun!"

To learn more about the School SCRABBLE Program and to register your club to receive more information from Hasbro, please visit [Hasbro.com/Scrabble](http://Hasbro.com/Scrabble)

The SCRABBLE game has been a family favorite since the 1930s when it was invented by Alfred Moshier Butts. Today, it remains one of the most popular and iconic crossword games with millions of games played by both competitive and casual SCRABBLE enthusiasts of all ages. The SCRABBLE game has also reached a new community of players in the digital space with more than 15 versions of the digital game from Hasbro licensees including the popular SCRABBLE for iPad and SCRABBLE for iPhone games.

SCRABBLE, the associated logo, the design of the distinctive SCRABBLE brand game board, and the distinctive letter tile designs are trademarks of Hasbro in the United States and Canada. © 2014 Hasbro. All Rights Reserved.

#### **About Hasbro, Inc.**

[Hasbro, Inc.](http://Hasbro.Inc) (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 develops and produces television programming for more than 170 markets around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). 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](http://www.hasbro.com)

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