



March 8, 2007

## **New Edition of THE GAME OF LIFE Now Takes Visa**

### **Visa Brings Modern Convenience and Financial Literacy Tools to New Version of Classic Game**

EAST LONGMEADOW, Mass. & SAN FRANCISCO--(BUSINESS WIRE)--March 8, 2007--Later this year, life will literally take Visa!

When it launches this summer, Hasbro, Inc.'s (NYSE: HAS) new THE GAME OF LIFE: Twists & Turns Edition will be the first major board game in America to replace cash with a Visa-branded card as the preferred form of currency. Visa will also provide financial literacy enhancements within the game to teach children and consumers of all ages the benefits of proper money management.

"The flagship version of THE GAME OF LIFE has been updated many times since its launch in 1960 to ensure that it matches modern-day life," said Matt Collins, Vice President of Marketing. "When we started to design a completely new edition of the popular game, we knew it was also time to reflect the way people choose to pay and be paid - and replacing cash with Visa was an obvious choice."

In the new edition, each player will receive a Visa-branded card at the start of the game. A new electronic "LIFEPod" -- which replaces the spin wheel from the classic game -- acts like a personal assistant and serves as the electronic banking unit, storing each of the players' financial data as well as their status in the game.

In addition to including a Visa-branded card, the new THE GAME OF LIFE: Twists & Turns Edition allows players to choose four different non-linear paths while pursuing their life goals. The game board features four quadrants: Live It (adventure track), Love It (family track), Learn it (college track), and Earn It (career track). Players will be able to move between quadrants or stay in one area for the duration of the game. Additionally, players will determine the length of the game by selecting the number of 'years' (or turns) that will be included in the game.

And most significantly, the winner is no longer the person who accumulates the most money, but rather earns the most "life points", which is a combination of wealth and life experiences.

"Integration into THE GAME OF LIFE: Twists & Turns Edition was a natural fit for Visa," said Susanne Lyons, chief marketing officer, Visa USA. "The latest enhancement is a powerful illustration of consumer preference to pay with Visa for everyday purchase and once-in-a-lifetime experiences. The game also highlights the importance of education and experiencing life to its fullest, which synch up nicely with the Visa brand."

In addition to incorporating a Visa-branded card as its official currency, THE GAME OF LIFE: Twists & Turns Edition will feature elements of Visa's award-winning financial literacy curriculum Practical Money Skills for Life. For more information about Visa's commitment to financial literacy please visit [www.practicalmoneyskills.com](http://www.practicalmoneyskills.com).

THE GAME OF LIFE: Twists & Turns Edition will be available in August 2007 for an approximate retail price of \$34.99.

The original THE GAME OF LIFE will remain on sale alongside the new edition and will continue to use paper money. The flagship version launched in 1960 to celebrate the 100th anniversary of the Milton Bradley Company.

Today, THE GAME OF LIFE is played all over the world in 20 different languages and is part of the permanent collection of the National Museum of American History of the Smithsonian Institute.

About Hasbro

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 games 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.

#### About Visa

Visa USA is the nation's leading payment brand and largest payment system, enabling banks to provide their consumers and business customers with a wide variety of payment alternatives tailored to meet their evolving needs. Visa USA is committed to increasing the choice, convenience, acceptance and security of Visa payments for all stakeholders in the payment system -- members, cardholders and merchants. Through its 13,369 member financial institutions, more than 500 million Visa-branded cards have been issued to cardholders in the United States. Worldwide, cardholders in more than 150 countries carry more than 1 billion Visa-branded cards, accounting for more than \$3 trillion in annual transaction volume. VisaNet, Visa's global processing system and the world's largest financial network, processes transactions with unparalleled reliability. Visa offers a trusted, reliable and convenient way to access and mobilize financial resources -- anytime, anywhere, anyway.

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SOURCE: Hasbro, Inc.