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Hasbro Games Announces Licensing Deal for the Classic Arcade Game Skee-Ball

EAST LONGMEADOW, Mass.--(BUSINESS WIRE)--Sept. 11, 2007--Hasbro, Inc.'s (NYSE: HAS) games division has announced that it has signed a multi-year licensing deal with Skee-Ball, Inc. for the rights to the popular arcade game. The multi-year deal, brokered by Skee-Ball Inc.'s licensing agency, Dimensional Branding Group (DBG), will allow Hasbro to create games based on the classic Skee-Ball experience.

"Skee-Ball is a timeless tradition that's enjoyed by every member of the family, whether at the beach, the amusement park or on a weekend getaway," said Cathy Meredith, VP Licensing for Hasbro. "This game is synonymous with family fun, making it a perfect fit with our brands, which include the most familiar and favorite games available today."

Over the past nine decades, Skee-Ball has become a worldwide arcade and carnival phenomenon. There are well over 100,000 Skee-Ball arcade games throughout the world today in more than 38 countries. The game has also become part of the pop culture, as Skee-Ball has been featured in multiple episodes of The Simpsons, as well as in SpongeBob SquarePants, Rugrats and in the movies "Chasing Amy" and "Dogma."

"Millions of consumers know and love Skee-Ball from trips to amusement parks, carnivals and arcades. The Skee-Ball brand is a fixture in our popular culture," added Joe Sladek, CEO of Skee-Ball, Inc. "We are excited to be partnering with the recognized leader for the first ever game extension that will allow consumer to continue the Skee-Ball experience in the comfort of their home."

The licensing agreement is effective immediately. Hasbro expects to deliver its first Skee-Ball branded products into the marketplace by early 2009.

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.

Skee-Ball was invented in 1909 by Jonathan D. Estes, who, it is said "was just looking for something to do." Over the last nine decades Skee-Ball has become a worldwide amusement park, carnival and arcade tradition. And since 1909 Skee-Ball has been a midway staple. In 1936 the game became coin op and was so popular and so well-made, that even today with all our electronic and video technology, the Skee-Ball shape and action remains virtually unchanged. Skee-Ball is now found in almost ALL arcades across the country! For more information, visit www.skeeball.com.

Dimensional Branding Group: Based in the San Francisco Bay Area, Dimensional Branding Group (DBG) focuses on brand licensing with a unique emphasis on strategic marketing, inter-active expertise and consumer research. DBG specializes in developing evergreen toys & games, children and iconic brand trademarks into entertainment placement and new extension markets. DBG's clients include: Alex, PlayStation, Jenga, Whac-A-Mole, Chronicle Books among others. For more information, visit www.dimensionalbranding.com.

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