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Hasbro Unveils Innovative New Toys, Games and Entertainment Experiences at Toy Fair 2008

PAWTUCKET, R.I.--(BUSINESS WIRE)--Feb. 13, 2008--Hasbro, Inc. (NYSE: HAS) reveals its exciting new product offerings at New York's annual American International Toy Fair with innovation in a wide range of entertainment categories.

Hasbro's beloved portfolio of classic brands, known by kids of all ages across the globe, observes remarkable milestones and introduces new ways to experience the fun in 2008. The PLAYSKOOL brand celebrates its 80th anniversary with an exciting and diverse line-up of products for the younger set including KOTA THE TRICERATOPS an animatronic baby dinosaur full of personality and big enough for little tots to sit on. Both the MY LITTLE PONY brand and TRIVIAL PURSUIT turn 25 this year and are celebrating with exciting new introductions such as the MY LITTLE PONY PONYVILLE SWEET SUNDAE AMUSEMENT PARK playset and TRIVIAL PURSUIT DIGITAL CHOICE. SCRABBLE celebrates its 60th anniversary in style with the SCRABBLE® GAME DELUXE EDITION DIAMOND ANNIVERSARY VERSION. Hasbro also goes global in 2008 with the introduction and excitement of MONOPOLY HERE & NOW: THE WORLD EDITION. Another kind of celebration is underway in 2008 as Hasbro welcomes CRANIUM and its stable of creative games to the Hasbro family of distinguished brands.

Among the traditional toy and game categories, highlights include new products in support of several upcoming blockbusters including Indiana Jones and the Kingdom of the Crystal Skull, Iron Man and The Hulk. The entertainment doesn't stop there as a stellar line of products will be released in support of the upcoming Star Wars: The Clone Wars theatrical release and animated series. Hasbro also fetches the latest highly realistic offering from FURREAL FRIENDS by introducing BISCUIT MY LOVIN' PUP pet puppy, an interactive golden retriever that's amazingly life like. In 2008 doors will open to the LITTLEST PET SHOP VIP's; plush characters that unlock an online LITTLEST PET SHOP world. Hasbro will also introduce NOODLEBORO, a new series of PLAYSKOOL branded games that let parents nurture kids' social skills naturally through multi-sensory play.

With so many toys and games that have touched the childhoods of several generations, Hasbro is thrilled to be able to expand the ways people can experience its brands. Hasbro's long-term strategic licensing alliance with Electronic Arts (EA) will bring together two of the most powerful entertainment companies and will enable such Hasbro brands as NERF, MONOPOLY and SCRABBLE, to be enjoyed in the digital arena as well as in the traditional toy and game aisles. Hasbro's extensive licensing program does not stop there and consumers can experience its brands such as TONKA, MY LITTLE PONY and LITTLEST PET SHOP in a variety of different ways.

"Hasbro has an incredible portfolio of brands and is thrilled to bring to market exciting, new and innovative products," said Brian Goldner, Hasbro's chief operating officer. "We aim to offer families and kids of all ages entertainment experiences that suit their lifestyles. By maximizing our world class portfolio of brands, leveraging the latest technologies and listening to consumer insight, Hasbro is committed to delivering the very best in toys and entertainment."

Licensing: Building core Hasbro brands into global powerhouse lifestyle properties

HPG, the licensing division of Hasbro, continues to translate one of the industry's richest portfolios of brands into powerhouse lifestyle properties for children and adults around the world. On the heels of last year's TRANSFORMERS licensing program which boasted more than 230 licensees, initiatives supporting that brand are still going full tilt in 2008. Moving forward, HPG will seek to carry the global momentum surrounding the live-action TRANSFORMERS movie over to the animated world of TRANSFORMERS ANIMATED to build an equally powerful licensing campaign for years to come.

LITTLEST PET SHOP is also poised to be a bright spot in HPG's 2008 lineup. As the fastest growing girls brand in the toy industry, the licensing program supporting this hot tween property has nearly tripled in the past two years from 45 to 130 worldwide licensees and continues to expand across all major categories, especially apparel. More than 150 licensees will also target younger girls with MY LITTLE PONY products this year.

In addition, HPG will continue to strike significant deals that extend other core Hasbro brands such as G.I. JOE, PLAYSKOOL,

TONKA and MONOPOLY across a host of platforms including publishing, lifestyle and entertainment.

Hasbro Highlights in 2008 include:

BOYS

THE INCREDIBLE HULK

For nearly 50 years, Marvel's The Incredible Hulk has been one of the most popular and recognizable Super Hero characters in the world. As Hulk fans await Bruce Banner's alter ego smashing back into theaters on June 13, 2008 in Marvel Studios' The Incredible Hulk, Hasbro unveils a monstrous new series of toys, games, and collectibles inspired by the movie. Highlights from the strong toy line-up include the ultimate Hulk role-playing toy HULK SMASH HANDS, (Approximate retail price: \$19.99; Ages 3 & up; Available: May 3, 2008) movie action figures that appeal to kids and collectors alike, and even a singing and dancing HULKEY POKEY HULK plush figure that shows a more cuddly side of the Super Hero for the pre-school crowd. (Approximate retail price: \$29.99; Ages: 18 months & up; Available: May 3, 2008)

INDIANA JONES

Hold on tight, because INDIANA JONES -- the world's most adventurous archeologist -- is donning his fedora and will be conquering the big screen once again this May, and Hasbro is along for the fun. With his trusty whip, well-worn leather jacket and an uncanny ability to attract trouble, Dr. Jones heads to points unknown in the upcoming INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL, from Lucasfilm Ltd. and Paramount Pictures, which arrives in theaters May 22. Hasbro captures all the edge-of-your-seat excitement with its new INDIANA JONES toy line. Fans of any age can ward off villains using the new INDIANA JONES SOUND FX WHIP (Approximate Retail Price: \$19.99; Ages 6 & up; Available: May 1, 2008). Aspiring adventurers can also share the thrills with friends by navigating Indy through some of the movie series' most iconic escape scenes with the new INDY'S ULTIMATE ADVENTURE PLAYSET. (Approximate Retail Price: \$39.99; Ages 5 & up; Available: Fall 2008)

IRON MAN

Marvel Studios' big screen adaptation of Marvel's legendary Super Hero Iron Man will land in movie theaters nationwide on May 2, 2008. But fans of Iron Man and the Marvel Comics Universe will not have to wait that long for the action to launch! On March 23, 2008, Hasbro, Inc. will introduce its line of Iron Man toys to support the first Marvel Super Hero flick of the year. The toy line features items for kids who are just discovering the Iron Man fantasy as well as diehard collectors. Highlights from the line-up include the REPULSOR-POWER IRON MAN action figure, styled after the character's Mark III armored suit (Approximate Retail Price: \$19.99; Ages: 4 & up; Available: March 23, 2008) and the IRON MAN N.R.F. 425 BLASTER that features 10 rapid-fire repulsor darts and even comes with FLYPAPER™ Iron Man targets and poster and to enhance every child's Iron Man roleplaying experience. (Approximate Retail Price: \$19.99; Ages 6 & up; Available: March 23, 2008)

SPIDER-MAN

After his blockbuster movie sequel in 2007, Marvel's ever popular wall-crawling, web-spinning Super Hero is back in full swing this year, serving as the inspiration behind a web of new Hasbro Spider-Man toys, including a line based on the new animated TV series, "The Spectacular Spider-Man." The crown jewel of Hasbro's 2008 Spider-Man lineup includes the first-ever Spider-Man toy that actually scales walls, REMOTE CONTROL WALLCRAWLER SPIDER-MAN (Approximate Retail Price: \$49.99; Ages: 5+; Available: Fall 2008). For kids wanting to join Spidey in his crime-fighting escapades, Hasbro offers the SPINNING WEB BLASTER. And action figures featuring characters from The Spectacular Spider-Man join new offerings of action figure heroes and villains from the entire Spider-Man universe.

STAR WARS: THE CLONE WARS

Fans around the world are about to travel to a galaxy far, far away as never before, and once again, Hasbro -- as it has for more than 30 years -- will translate all the excitement of the brand-new STAR WARS: THE CLONE WARS into toys that bring this new animated action to life. Lucasfilm Ltd., Warner Bros. Pictures and Turner Broadcasting System will debut STAR WARS: THE CLONE WARS in theaters Aug. 15, followed by the premiere of THE CLONE WARS as a weekly series on Cartoon Network and TNT. Produced by Lucasfilm Animation, STAR WARS: THE CLONE WARS takes audiences on incredible new Star Wars adventures, combining the legendary storytelling of Lucasfilm with an eye-popping, signature animation style. On July 26, 2008, Hasbro brings home all of the fun of STAR WARS: THE CLONE WARS to kids of all ages. Fans can live the excitement of CLONE WARS themselves with the new STAR WARS CLONE TROOPER HELMET (Approximate retail price: \$29.99; Ages 5 and up; Available: July 26, 2008) and the AT-TE (Approximate retail price: \$99.99; Ages 4 and up; Available: July 26, 2008) -- the ultimate clone trooper transport.

TRANSFORMERS

In 2008, Hasbro will build on the buzz generated by last year's blockbuster TRANSFORMERS movie by offering a variety of new products in both the TRANSFORMERS Movie and TRANSFORMERS Universe segments. In addition, the TRANSFORMERS brand returns to its origin as an animated series with the debut of the new TRANSFORMERS ANIMATED series on Cartoon Network. Co-produced by Cartoon Network Studios, the series is set in Detroit in the near future and airs on Saturday mornings at 10:30 a.m. (ET/PT). The new TRANSFORMERS ANIMATED toy line features an array of characters from the series that will appeal to both young and long-time fans alike. Highlights of the line include Animated styled action figures, ROLL OUT COMMAND OPTIMUS PRIME (Approximate retail price: \$49.99; Ages: 5 & up; Available: Fall) along with the SHIFT TECH OPTIMUS PRIME handheld game. (Approximate retail price: \$19.99; Ages: 6 & up; Available: June 2008)

BABY ALIVE LEARNS TO POTTY

Little girls will love to play 'mommy' to their BABY ALIVE doll as she "learns" how to use the "potty," an important rite of passage for toddlers. Further expanding the nurturing play of the beloved brand, BABY ALIVE LEARNS TO POTTY is the doll that "eats," "drinks" and goes "potty" like a real baby. Girls simply "feed" the BABY ALIVE LEARNS TO POTTY doll her special "food," give her a "bottle," and then she will let her 'mommy' know she needs to "pee" or "poop." Girls then take their BABY ALIVE LEARNS TO POTTY doll to her special "potty" - but be careful, just like real life sometimes she can hold it until she gets to the "potty" and sometimes she can't! Similar to a real baby, BABY ALIVE LEARNS TO POTTY really "learns" to use her "potty"- the more girls nurture and care for their baby, the better she gets at "holding it." (Ages 3 years & up; Approximate Retail Price: \$59.99; Available: Fall 2008)

FURREAL FRIENDS BISCUIT, MY LOVIN' PUP

Man's best friend is about to become a dream come true for kids this fall as Hasbro introduces the FURREAL FRIENDS BISCUIT, MY LOVIN' PUP pet puppy, the newest, most realistic pet to ever join the FURREAL FRIENDS family. Kids will love to interact with this adorable life-size golden retriever - through highly innovative voice recognition technology the FURREAL FRIENDS BISCUIT, MY LOVIN' PUP pet puppy will obey six different voice commands including "sit," "sit up and beg," "lie down," "give me a paw," "speak" and "do you want a treat?" Just like a 'real' dog, BISCUIT, MY LOVIN' PUP will move his head and ears, blink his eyes, wag his tail and bark. This playful pup will also sniff his 'bone' and chomp away on his tasty treat.

The FURREAL FRIENDS BISCUIT, MY LOVIN' PUP pet puppy will also respond to touch; kids simply pet their new best friend on the sensors located behind his ears, on his head and on his back and their new pal will wag his tail to show his delight. Additionally, the FURREAL FRIENDS BISCUIT, MY LOVIN' PUP pet puppy includes an innovative 'bark-back' feature that will enable him to respond when he is spoken to! The FURREAL FRIENDS BISCUIT, MY LOVIN' PUP pet puppy comes complete with his very own comb and dog 'bone.' Six 'D' batteries are required but not included.

(Approximate Retail Price: \$179.99; Ages: 5 and up; Available: Fall 2008)

LITTLEST PET SHOP VIPs (VIRTUAL INTERACTIVE PETS)

LITTLEST PET SHOP fans will be able to enjoy 11 new, cuddly VIPs such as a bunny, pig, monkey and lady bug as they roll out around the globe at retail and online. In addition, the VIPs virtual world will serve up a broader array of online activities and games where girls can explore, play and decorate. Girls will find a significantly expanded Pet Boutique with many more clothing, accessory and home decor items and a visit to the Vet is always a fun time to make sure your pet is happy, healthy and groomed well! With nearly 20 games and activities, VIPs provide endless hours of fun. (Approximate Retail Price: \$14.99; Ages: 6-11; Available: Now)

MY LITTLE PONY PONYVILLE SWEET SUNDAE AMUSEMENT PARK

When the ponies of the PONYVILLE collection are looking for an afternoon filled with fun, adventure and good friends, they head over to the MY LITTLE PONY PONYVILLE SWEET SUNDAE AMUSEMENT PARK playset, an exciting new addition to the PONYVILLE line. Ponies will love to explore this fun-filled theme park that features three exciting play areas in one! Ponies can enjoy the best view of PONYVILLE from the top of the whimsical Ferris wheel, complete with working lights, sounds and gondolas shaped like delicious desserts. Next up, the ponies can enjoy a thrilling ride on the exciting roller coaster. When the ponies want to take a break, they can head over to the park's tasty snack shop shaped just like an ice cream sundae or take a relaxing ride on a swing shaped like a "boat"! (Approximate Retail Price: \$39.99; Ages: 3 and up; Available: Fall 2008)

TOOTH TUNES

TOOTH TUNES continues to innovate in the oral care aisle with the introduction of improved sound technology and toddler-friendly tooth brushes.

TOOTH TUNES JUNIOR

Specially designed for little hands and mouths, the TOOTH TUNES JUNIOR toothbrush is perfectly sized for young children with their first teeth. Each TOOTH TUNES JUNIOR toothbrush is uniquely edited with one minute of preschool-friendly music and encouraging phrases to motivate and congratulate little ones while they brush. This TALK-TO-ME technology is combined with TOOTH TUNES proprietary technology which transmits sound and music vibrations from the bristles, through the teeth, to the inner ear so kids hear the music and phrases in their head. (Ages 3 years & up/Approximate Retail Price: \$9.99/Available: Fall 2008)

The TOOTH TUNES JUNIOR assortment includes: exclusive songs such as 'If You're Happy and You Know It Brush Your Teeth,' popular Walt Disney songs including "Bear Necessities," from The Jungle Book and "Hakuna Matata," and "I Just Can't Wait to Be King" from The Lion King; theme music from the popular Transformers and My Little Pony brands. Making its debut this fall, the TOOTH TUNES JUNIOR toothbrush will be available in the tooth brush aisle.

TURBO TOOTH TUNES

With the introduction of the TURBO TOOTH TUNES toothbrush this spring, kids will enjoy a two minute musical tooth brushing experience delivered in a new and improved way. All toothbrushes in the TURBO TOOTH TUNES collection feature new and improved sound technology that encourages two minutes of brushing - the amount of time generally recommended by dentists. Only TOOTH TUNES toothbrushes feature patented Denta-Mandibular Sound Transmission technology which transmits songs and music vibrations from the bristles, through the teeth, to the inner ear. Users hear two minutes of the hottest music from some of today's biggest stars which keeps them brushing.

The TURBO TOOTH TUNES collection includes an outstanding library of content including new titles from High School Musical 2, Miley Cyrus as "Hannah Montana," The Jonas Brothers and Aly & AJ. In addition, the brand will introduce special edition brushes featuring exclusive TOOTH TUNES 'remixes' including "Brush It" recorded by Devo and "Waking Up Is Hard To Do" recorded by Neil Sedaka. Also available in the collection: TOOTH TUNES best sellers "Let's Get It Started" by Black Eyed Peas and "We Will Rock You" by Queen. (Ages 6 years & up/Approximate Retail Price: \$9.99/Available: Spring 2008)

PRESCHOOL

DANCE CAM

Featuring music and dancing with cute on-screen characters, preschoolers will delight in the DANCE CAM system from PLAYSKOOL. Loaded with over 20 favorite preschool songs such as Old McDonald and compatible with MP3 and CD players, kids will enjoy admiring their moves on the TV screen as they dance alongside adorable animated characters. Unlike dance systems designed for older children the DANCE CAM is not based on competition and doesn't require a lot of coordination - it's designed for preschoolers to simply enjoy dancing and see themselves being silly on their own TV. Preschoolers can enjoy the DANCE CAM system in three different dance modes: kids can choose to dance along with the animated characters to the pre-loaded songs, learn a cool new move in one of four dance routines with a character, or freestyle to their own tunes by connecting a CD or MP3 player. No matter which type of dance party they choose, kids will love to watch themselves bust a move! The DANCE CAM system is a great outlet for little ones to have fun, be active and burn off some of their endless energy. The DANCE CAM console is ready to play in two easy set up steps and comes complete with everything parents need to play their families favorite music by connecting an MP3 or CD player. No batteries are required. (Ages 3 years & up/Approximate Retail Price: \$49.99/Available: Fall 2008)

GLIDE 2 RIDE Bike

Learning to ride a bicycle can be challenging for both kids and parents. The GLIDE 2 RIDE bike from PLAYSKOOL provides children with a better way to learn by teaching them balance first - the most essential skill in learning how to ride a bike. The GLIDE 2 RIDE bike features two modes and grows with the child. Kids begin using the GLIDE 2 RIDE bike in 'glide' mode - in this mode, unlike traditional bicycles, the GLIDE 2 RIDE bike does not have pedals or training wheels. In 'glide' mode children are closer to the ground and use their feet to push along, giving them more control and allowing them to build self confidence. When children are ready to graduate to 'ride' mode, the bike easily converts with one step screw-on pedals. The GLIDE 2 RIDE bike does not require assembly, the chain and gears are already on the bike in a protective housing - just screw the pedals on and the GLIDE 2 RIDE bike is ready to ride! The GLIDE 2 RIDE bike comes complete with both hand brakes and pedal brakes (aka coaster brakes) and features adjustable handlebars and seat along with spoke wheel covers. The GLIDE 2 RIDE bike is available in sleek designs for both girls and boys. (Ages 3 years & up/Approximate Retail Price: \$99/Available: Fall 2008)

HELMET HEROES

Little boys love to pretend they have big boy jobs. With the PLAYSKOOL interactive HELMET HEROES role play sets preschoolers can race to the rescue playing policeman or live life in the fast lane as a racecar driver. Each HELMET HEROES set features a realistic-looking helmet with colorful lights, the familiar sounds of each profession and a microphone so boys can hear themselves as they broadcast their adventure. Whether they're after the 'bad' guys or racing for the finish line, little boys

love a good chase so each HELMET HEROES set comes complete with a driving device, encouraging them to get active. The HELMET HEROES policeman set comes complete with a handheld motorcycle 'driving' device so the little law-enforcer can go on patrol. The HELMET HEROES racecar driver set features a steering wheel 'driving' device so he can enjoy a day at the races. Three "AAA" batteries are required and included in the helmet and two "AA" batteries are required but not included for the steering device. (Ages 3 years & up/Approximate Retail Price: \$29.99/Available: Fall 2008)

KOTA THE TRICERATOPS

PLAYSKOOL goes prehistoric with the introduction of the KOTA THE TRICERATOPS. Featuring sophisticated electronics, animatronics and design, this 'life-size' baby dinosaur 'comes to life' creating a magical experience for preschoolers. Measuring over 40-inches long, KOTA THE TRICERATOPS reacts to touch and sound with realistic dinosaur noises and movements. Featuring sensors in eleven areas on his body, KOTA will react to touch by moving his head, tail and horns. With KOTA THE TRICERATOPS children will enjoy the simulated experience of 'riding' a dinosaur; kids can ride comfortably on his back in a spring-loaded seat, holding onto a handle hidden behind the dinosaur's head. To enhance the fantasy play of going for an adventure, while 'riding' KOTA children will hear fun jungle sounds. Kids can also flip a switch on the riding handle to play adventure-themed songs while enjoying their prehistoric journey. KOTA THE TRICERATOPS comes complete with leafy greens that the dinosaur will 'munch' when 'fed.' And, like a good friend, KOTA will roar back when spoken to. Six "D" batteries are required but not included. (Ages 3 years and up / Approximate Retail Price: \$300; Available: Fall 2008)

TWEEN

I-DOG COLLECTION

With more than 4.7 million I-DOG products sold since the brand's introduction in 2005, Tiger Electronics introduces three fun and funky new products into its popular I-DOG collection. Plugged into a portable music player or sitting near a stereo speaker, I-DOG DANCE Interactive Music Companion will stand on its hind legs and dance to the beat when it hears music and return to a sitting position when the music stops. Available in black and white, I-DOG DANCE also features cool, new geometric styling and the signature array of colorful LEDs on its face. Users can also enjoy I-DOG on the go with the I-DOG CLIP Interactive Music Companion. Simply attach this portable puppy onto a belt or backpack and plug it into the headphone jack of any handheld music player to broadcast tunes through the built-in speaker or directly into headphones. The plush I-DOG SOFT SPEAKER (ages 6 years & up) allows users to plug an MP3 player directly into this huggable pup and play music through a built-in speaker. Available in white, pink or blue, this cuddly I-DOG SOFT SPEAKER features the signature array of colorful LEDs located on its face which will light up as it plays your favorite tunes. (Ages 8 & up unless otherwise noted/\$14.99-\$34.99/Fall 2008)

LAZER TAG 2-IN-1 System

Get ready to experience LAZER TAG like never before...the LAZER TAG 2-IN-1 system brings video game action to life with tactile features that allow players to customize their taggers and actually feel the thrilling game of electronic tag. Each LAZER TAG 2-IN-1 system comes complete with two taggers, two green dot sights for trouble-free targeting and two SHOT BLAST attachments featuring pump action for bigger blasts. Whether taggers are playing head-to-head or engaging in team play, the thrill of LAZER TAG is heightened by lights, sounds and new features including: a Rumble Pack tells players when they've been hit, a Recoil Feature is engaged with every shot fired, the Shield Button protects players from incoming fire, and a Manual Reload feature to restock ammo after ten shots. In the mood for a battle but don't have an opponent? The LAZER TAG 2-in-1 system also allows taggers to enjoy the fast-paced action of LAZER TAG anytime, in the comfort of their home. The high-tech system features the videogame attachment that connects to the tagger and plugs into the TV for a first person blaster game of LAZER TAG. (Ages 8 years & up/Approximate Retail Price: \$79.99/Available: Fall 2008)

NERF N-STRIKE VULCAN EBF-25

The top-of-the-line blaster for mission supremacy, the NERF N-STRIKE VULCAN EBF-25 blaster is a 25-dart belt-fed fully automatic blaster that will intimidate any opponent. This impressive blaster comes complete with a fold-up tripod to steady your aim, 25 sonic micro darts that whistle through the air when launched and a 25-dart belt. The NERF N-STRIKE VULCAN EBF-25 blaster features the Tactical Rail System allowing players to customize their blaster for each mission - for example, players can use the green 'night vision' Tactical Light accessory (sold separately) for nighttime missions. Six "D" batteries are required but not included. (Ages 6 years & up/Approximate Retail Price: \$39.99/Available: Fall 2008)

GAMES

CLUE (R)

Do you have secrets? This year, so do we... CLUE, the classic game of secrets and mysteries, will be changing in 2008. But rumor has it that our secrets involve everything about the game -- from the characters to the weapons and from the mansion to

the way the game is played. The mystery you love to solve again and again will be even more intense. Stay tuned for more details. (Ages: 9 & up; Players: 3-6; Approximate Retail Price: \$14.99; Availability: Fall 2008)

CRANIUM FAMILY EDITION

CRANIUM FAMILY EDITION is a family twist on classic CRANIUM with 16 sensationally collaborative, laugh-out-loud activities that transform game night fun into a family affair. Team up to figure out the three planets closest to the Sun. Use a teammate's hand to draw "jellyfish." Tackle silly stunts like standing on one foot while balancing CRANIUM CUBES on your other foot. CRANIUM FAMILY EDITION is hilarious, high-fiving fun that's as much fun for parents as it is for kids! (Approximate Retail Price \$19.99; Ages 8 & up; 4 or more players; Available: Fall 2008)

GLEEMAX™

GLEEMAX is an online destination for strategy gamers hosted by Wizards of the Coast's digital offerings. Scheduled for official release in 2008, GLEEMAX was created to provide today's evolving gamers with access to the best digital games and gaming information. Rounding out the site's offerings, GLEEMAX consists of an online social network, editorial content, blogs and profiles as well as a gaming portal housing digital versions of the best Wizards of the Coast strategy card, board and roleplaying games. As an added bonus, the games portal will feature various Indie games, each selected based on their innovative use of strategy and compelling gameplay. Additional information can be found at www.gleemax.com.

MAGIC ONLINE™

Launched in 2002, Magic: The Gathering Online® (MOL) is the digital version of the original trading card game, Magic: The Gathering®. In the fantasy universe of MAGIC, gamers, deemed "Planeswalkers," cast spells and magical creatures to strategically overpower their opponents. MOL provides a unique virtual experience allowing gamers to collect and trade virtual cards, build the perfect deck, find opponents at all skill levels and compete for prizes every day without ever leaving the comforts of home 24-hours seven days a week. The next version of MOL, MAGIC ONLINE III, is launching in the first half of 2008 and will provide gamers with streamlined gameplay, enhanced graphics, in-game store fronts and superior community chat. Additional information can be found at www.wizards.com/magiconline.

MONOPOLY® HERE AND NOW: THE WORLD EDITION

MONOPOLY fans around the globe cast votes in Spring 2008 to determine the 22 greatest cities in the world that will be featured on the first-ever worldwide game board. The city receiving the most votes at www.monopoly.com will land on the high rent property known as Boardwalk in the US. Additionally, the game's traditional "railroad" spaces will be modified to highlight four types of transportation used by people around the globe: land, sea, air and space travel. The game will also feature modern-day scenarios on the Chance and Community Chest cards and will include an electronic banking unit for faster transactions. The cities to be featured on the MONOPOLY HERE & NOW: THE WORLD EDITION game board will be unveiled in August 2008 and the game will go on sale in September 2008 in 45 countries. (Ages: 8 & up; Players: 2 to 6; Approximate Retail Price: \$34.99; Availability: Fall 2008)

NOODLEBORO

Noodleboro™ games let you nurture kids' social skills naturally through multi-sensory play that leaves everyone laughing! Each Noodleboro game comes with a storybook and audio CD so kids can see, hear, play and then live each Noodleboro life lesson. (Ages 4 & up; Brand: PLAYSKOOL; Availability: Fall 2008)

-- NOODLEBORO LEARNING TO SHARE FUN PARK GAME

NOODLEBORO FUN PARK SHARING GAME teaches preschoolers the importance of sharing so everyone can win. In this game, kids play together to collect as many sharing stars as they can before the park closes. It's all about having fun and helping friends by sharing. Whenever they are successful in the Fun Park, kids earn a sharing star for the group and game play becomes a matter of "how do we all win?" versus "how do I win?" (Players: 2-4; Approximate Retail Price: \$29.99)

-- NOODLEBORO LEARNING ABOUT MANNERS PICNIC GAME

NOODLEBORO PICNIC PARTY MANNERS GAME teaches preschoolers how to use their manners. It's hard to have a perfect picnic party when ants keep trying to steal your food! Just say "please" and "thank you" to send those pesky ants packing and collect all the items that will make the picnic a success. Everyone joins together for a picnic and when players ask for pieces of food they need, they must say "Please" and "Thank you" or else an ant will land on the food. (Players: 2-4; Approximate Retail Price: \$19.99)

-- NOODLEBORO LEARNING TO LISTEN PIZZA PALACE GAME

NOODLEBORO PIZZA PALACE LISTENING GAME teaches preschoolers how to listen carefully and remember what's said. Pepperoni, eggs, stinky socks--you never know what toppings your customers will order at the Noodleboro Pizza Palace. That's why in this game it's important for kids to listen and pay attention to orders before heading into the kitchen. Order's up. Players take pizza orders and must deliver a pizza with the correct toppings as ordered. The better they make the pizza, the closer they are to earning a blue ribbon. (Players: 2 OR 3; Approximate Retail Price: \$19.99)

PARTINI

Open the game box, sprinkle friends around the room, mix up coasters then pick them at random to play 6 games:

- Mime Twist: Zip your lip and act out
- Straight Up: Write something true or funny about a teammate
- Clay Smoothie: Mold and Fold clay into objects
- What's Not: Don't say what it is, say what its not
- Bouncers-Ready: Aim, Fire balls into a cup
- Hum Punch: Hum it up in a musical challenge, no singing allowed

(Ages: Adult; Players: 2 Teams (4+ Players); Approximate Retail Price: \$29.99; Availability: Fall 2008)

SCRABBLE® GAME DELUXE EDITION DIAMOND ANNIVERSARY VERSION

The Scrabble® Game is celebrating its 60th anniversary in style. In light of its Diamond Anniversary, the redesigned gameboard holds the tiles in place so they will not slip during gameplay and has curved tile racks to make it easier to keep your tiles a secret. With seven randomly drawn letters to work with, build at least one word off an already existing word on the board. With special squares such as "Triple Word Score" or "Double Letter Score," placement of the new word becomes important as well. (Ages: 8 & up; Players: 2 to 4; Approximate Retail Price: \$34.99; Availability: Fall 2008)

TRIVIAL PURSUIT DIGITAL CHOICE

A whole new way to play Trivial Pursuit. Create your own trivia experience for every occasion. Play It: comes pre loaded with 600 questions; Load It: go to playtrivia.com and download categories you choose; Customize It: keep your game fresh, over 100 categories to choose from. (Ages: 12 & up; Players: 2 -6; Approximate Retail Price: \$49.99; Availability: Fall 2008)

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.

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