



Hasbro to Bring the Hilarious and Nail-Biting Pie Face Game to Families around the Globe

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The fun-filled game of suspense available in new markets Fall 2015

PAWTUCKET, R.I.--(BUSINESS WIRE)-- After hearing the call from fans worldwide, Hasbro, Inc., (NASDAQ: HAS) today announced it has acquired the rights to manufacture and distribute the PIE FACE game. Under license from Rocket Games, Hasbro will launch the PIE FACE game in multiple markets including the U.K. and U.S. this fall. The excitement around the PIE FACE game heightened earlier this year after a video of a grandfather and grandson playing the game became a viral sensation with more than 88 million views.

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Hasbro to bring the hilarious and nail-biting PIE FACE game to families around the globe. (Photo: Business Wire)

"We saw the overwhelming response to the video of a family playing the PIE FACE game on social media and heard from many of our fans asking for the game," said Jonathan Berkowitz, vice president of global marketing and strategy for Hasbro Gaming. "We are

always listening to our fans to deliver the most exciting and fun gaming experiences, and thanks to the team at Rocket Games, we are thrilled to bring the game to new markets in just a few months."

The PIE FACE game is a simple to play game that brings friends and family together for laugh out loud moments. Players load the arm with whipped cream (not included) or the included sponge and take turns sliding their head through the mask and spinning the spinner. Players turn the handle the number of times indicated on the spinner and the tension on the arm will build -- suddenly someone will be surprised with a face full of whipped cream.

The PIE FACE game includes the throwing arm, chin rest, splash guard mask, spinner and sponge. Available for ages 5 and up, the PIE FACE game will be available in the U.S. in October for an approximate retail price of \$19.99 at most major retailers nationwide and at HasbroToyShop.com. The PIE FACE game was previously distributed by Esdevium Games, a UK-based distributor of games, collectibles and toys both domestically and across Europe.

About Hasbro

[Hasbro](http://www.hasbro.com) (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH, TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and a comprehensive lifestyle licensing program, Hasbro fulfills the fundamental need for play and connection for children and families around the world. The Company's Hasbro Studios creates entertainment brand-driven storytelling across mediums, including television, film and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families every year. Learn more at www.hasbro.com and follow us on Twitter ([@Hasbro](https://twitter.com/Hasbro) & [@HasbroNews](https://twitter.com/HasbroNews)).

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