



Scrabble® Spells Out Another Big W-I-N-N-E-R

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ORLANDO, Fla., July 29 /PRNewswire-FirstCall/ -- The letters were all perfectly in place today for Nigel Richards, of Kuala Lumpur, Malaysia, who earned the title of 2008 National SCRABBLE Champion and was awarded a \$25,000 prize. After four days and 28 intense rounds of play, Richards defeated Brian Cappelletto, of Chicago, by a mere four points in the final round. The National SCRABBLE Championship was held at the Royal Pacific Resort in Orlando, Fla., drawing nearly 700 players aged 11 to 90.

"The National SCRABBLE Championship brings expert players of all ages from all across the country and Canada as well as players from far-off places including Thailand, Guyana, New Zealand and the Bahamas," said John D. Williams, Jr., executive director, National SCRABBLE Association. "These players are among the best SCRABBLE players in the world and hone their skills for months to prepare for this challenge."

What's more, top wordsmiths under the age of 20 years old captured four of the six division titles. Of the winners, 11-year-old Bradley Robbins of Windham, N.H., the youngest player in the competition who won his division.

"Bradley is truly a SCRABBLE phenomenon," said Williams. "He is an up-and-coming player who we will be watching for years to come, showing that SCRABBLE is a game for players of any age."

Among those who also competed in the Championship are 14-year-old Matt Silver of Westport, Conn., who is the winner of the 2007 and 2008 National School SCRABBLE Championships; Nadine Jacobsen of Edina, Minn., who is legally blind and plays the game using Braille SCRABBLE tiles; a family of five from Richmond, British Columbia, Canada, who are fierce competitors in tournaments around the world; and the current National and World SCRABBLE Champions.

"It's remarkable to see the passion and dedication that these players have for the game," said Jay Bruns, director of marketing for SCRABBLE, Hasbro Games. "The National SCRABBLE Championship is a fitting tribute to a game celebrating its 60th Anniversary this year."

Store, fold, grab and go: New SCRABBLE: Diamond Anniversary Edition Game

Now, SCRABBLE fans everywhere can play like the champs with the SCRABBLE: Diamond Anniversary Edition. It's designed with one idea in mind: to spoil SCRABBLE players wherever they go. From the sleek folding carrying case to the two slide-and-store trays, there's never been a more convenient way to enjoy the popular game.

The new edition features a redesigned game board that keeps the letter tiles in place, a rotating base, and curved tile holders so players can keep their letters a secret. In addition, the game board now has a modern color palette and box design, and folds for easy portability. Two built-in side trays provide easy, compact storage, and a game case handle makes it easy to grab a game and go. The SCRABBLE: Diamond Anniversary Edition Game is now available at mass merchandise and toy stores throughout America for the approximate retail price of \$34.99. For more information on SCRABBLE and game playing tips, visit <http://www.SCRABBLE.com>.

Sixty Years of SCRABBLE

A family favorite since 1948, SCRABBLE's meteoric rise began when an out-of-work architect from Poughkeepsie, New York decided to invent a board game. Alfred Mosher Butts wanted to create a game that would use both chance and skill by combining features of anagrams and the crossword puzzle. He studied the front page of The New York Times and did painstaking calculations of letter frequency. His basic cryptographic language analysis and his original tile distribution have remained valid for almost three generations and billions of games played, according to the National SCRABBLE Association. Butts was initially turned down by two game companies that thought the game had no commercial potential. Sixty years later, SCRABBLE has sold over 100 million sets worldwide and there are between one and two million sets sold each year in North America. Today the SCRABBLE game is found in one out of every three homes in America, according to Hasbro.

The appeal of SCRABBLE is that anyone of any age can play. And because it's a game that brings families and friends together, every word counts, and every word is a winner. For example, more than one million students have played SCRABBLE in more than 20,000 schools nationwide. Adults also play SCRABBLE to have fun, build vocabulary skills and keep their minds sharp. In fact, a recent survey conducted by Russell Research for Hasbro found that SCRABBLE is a leading board game played by baby boomers because they believe it has the greatest impact on their mental acuity or sharpness.

The National SCRABBLE Association sanctions over 250 tournaments and more than 300 SCRABBLE clubs in the United States and Canada. The National SCRABBLE Championship is underwritten by Hasbro. For more information about the SCRABBLE game or other tournaments and clubs around the country, visit <http://www.scrabbleassociation.com>.

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. SCRABBLE, the distinctive game board and letter tiles and all associated logos are trademarks of Hasbro in the United States and Canada and are used with permission.

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