



Hasbro and Harmonix Revolutionize Music Gaming with the Launch of DROPMIX

10 Mar, 2017

Dropping Fall 2017, the First-of-its-Kind Music Mixing Game Features Songs by Afrojack, Bruno Mars, The Chainsmokers, Ed Sheeran, Fall Out Boy, The Jackson 5, Meghan Trainor, Sam Hunt, and many more.

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Hasbro, Inc. (NASDAQ: HAS) today announced the September 2017 global launch of DROPMIX™, an all-new dynamic and fast-paced music mixing game. Developed in collaboration with legendary and award-winning video game developer Harmonix Music Systems, Inc., creators of Rock Band and Dance Central, DROPMIX uses cutting-edge technology that empowers players to create unique mixes of songs by playing cards on a game board connected to a mobile app.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170310005373/en/>



Hasbro and Harmonix Revolutionize Music Gaming with the Launch of DROPMIX (Photo: Business Wire)

"We continue to focus on creating cutting edge play experiences and DROPMIX delivers on this in a mind-blowing way. We teamed up with Harmonix to leverage their mastery in music gaming and combine it with our expertise in physical and digital

play experiences," said Samantha Lomow, senior vice president of Hasbro Brands. "DROPMIX gives players a fresh way to combine their favorite artists and songs, find new ones, and create their best 'drop the mic' moments."

"Our collaboration with Hasbro has enabled us to create the next evolution of musical play," said Steve Janiak, CEO of Harmonix. "DROPMIX offers an entirely new way to discover, experience and interact with music that's social, fun and competitive. When players place their first cards on the DROPMIX board this September, when they hear their first mind-blowing mix, they're going to be completely amazed."

The game consists of an electronic DROPMIX Board, DROPMIX Cards, and the DROPMIX app, which will be free to download on the App Store for iPhone and iPad and on Google Play for Android devices. The DROPMIX cards feature some of the biggest hits in Pop, R&B, Dance, Indie, Country, Rock and Hip-Hop from around the world that players can combine in unexpected ways.

DROPMIX features hit songs from globally renowned artists and award-winning producers including, "Take Over Control" by Afrojack (ft. Eva Simons), "24K Magic" by Bruno Mars, "Closer" by The Chainsmokers (ft. Halsey), "Sing" by Ed Sheeran, "Centuries" by Fall Out Boy, "I Want You Back" by The Jackson 5, "All About That Bass" by Meghan Trainor, "House Party" by Sam Hunt and many more.

When a DROPMIX card is placed on a Mix Slot, the electronic DROPMIX Board immediately starts playing the corresponding part of the song (bass, beat, loop or vocals) noted on the card. The board reads up to five DROPMIX Cards at time and the groundbreaking software in the app seamlessly combines the music within each card to create a unique mix. The DROPMIX cards include NFC chips; a technology commonly used in smartphones with digital wallets.

The DROPMIX Music Gaming System, which includes an electronic DROPMIX Board and 60 DROPMIX Cards across multiple music genres, will be available at major retailers and online in September 2017 for the suggested retail price of \$99.99. In addition to the 60 DROPMIX Cards in the Music Gaming System, Hasbro will release Playlist Packs with 16 DROPMIX Cards for the suggested retail price of \$14.99 and Discover Packs with five DROPMIX Cards for the suggested retail price of \$4.99. The additional cards will be released on an ongoing basis throughout 2017 to allow players to collect and curate their own custom decks and create new and unexpected soundtracks each time they play. With 300 DROPMIX cards available in 2017 and millions of possible music-mix combinations, DROPMIX provides unlimited fun.

For more DROPMIX images and assets, visit newsroom.Hasbro.com.

About DROPMIX

DROPMIX is a dynamic and fast-paced music-mixing game that uses powerful technology to give players a new way to create surprising music mixes while competing and connecting with friends. DROPMIX was developed as a collaboration between Hasbro and award-winning video game developer Harmonix. The game will be available at major retailers and online in September 2017. Playlist Packs and Discover Packs will also be available in September 2017. Find out more at: www.dropmix.com. Fans can stay up to date on the latest #DROPMIX news by following @dropmixgame on [Twitter](#), [Facebook](#), [Instagram](#) and Snapchat and at www.dropmix.com.

About Hasbro

[Hasbro](#) (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

HASB

About Harmonix

Harmonix Music Systems, Inc., based in Boston, MA, and established in 1995, is the leading developer of groundbreaking music-oriented video games including Rock Band and Dance Central. Harmonix was founded to invent new ways for non-musicians to experience the unique joy that comes from making music and has pioneered music and rhythm gaming in the US. For more information, please visit www.harmonixmusic.com.

©2017 Hasbro, Inc. Hasbro and all related titles and logos are trademarks of Hasbro, Inc. ©2017 Harmonix Music Systems, Inc. DROPMIX, Harmonix and all related titles and logos are trademarks of Harmonix Music Systems, Inc. All rights reserved. All other marks are the property of their respective owners.



View source version on businesswire.com: <http://www.businesswire.com/news/home/20170310005373/en/>

Hasbro, Inc.

Jen DeAngelis, 401-727-6833

jen.deangelis@hasbro.com

or

Harmonix

Dan Walsh, 781-738-3905

dan.walsh@harmonixmusic.com

or

Rogers & Cowan for Hasbro

Amanda White, 310-854-8135

awhite@rogersandcowan.com

Source: Hasbro, Inc.

News Provided by Acquire Media