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"Pass Go" on the Biggest Monopoly Game Board Ever - The World Map!

MONOPOLY CITY STREETS Utilizes Google Maps to Introduce a Limited-Time Online Game Allowing Players to "Buy" Real Streets

EAST LONGMEADOW, Mass.--(BUSINESS WIRE)--Sep. 8, 2009-- Have you ever wanted to own the entire street where you live? Starting tomorrow (September 9), aspiring MONOPOLY moguls can take over the globe with MONOPOLY CITY STREETS, a limited-time online free version of the world's most popular board game that allows players to "buy" streets based on Google Maps, competing against participants all over the world.

The MONOPOLY CITY STREETS instant-play online platform brings MONOPOLY to life by letting competitors play with the actual streets that are special to them. including their very own neighborhood, town or city. Or, players can choose to set up their property empire in a city where they would like to own property. It's easy to get started -- players create a profile on www.monopolycitystreets.com and begin to acquire properties each day through purchases and trades. Each player starts the game with \$3 million MONOPOLY dollars and earns rent based on streets and properties owned at the time competitors log into the game.

Each street in the world is available for purchase by only one player, increasing the opportunity for trading and interaction among players. Players can instantly set up houses, hotels, skyscrapers and other buildings quickly after acquiring streets to increase property values.

The online game is launching in celebration of the release of MONOPOLY CITY, a new board game where players build a 3-D city in the center of the game board. For the first time since MONOPOLY was invented in 1935, game play has changed, removing the need to collect an entire property group before players can build structures on their properties, so a city can be built from the ground up from the first roll of the dice. Additionally, just like in real life, the value of property and players' incomes can rise and fall. Players can build structures to increase property values, such as schools or eco-friendly wind farms, or they can sabotage opponents by building sewage plants or prisons on the competition's property.

"The online experience for MONOPOLY CITY STREETS emphasizes the exciting dealing and negotiating elements of MONOPOLY," said Sarah Hoskin, Senior Marketing Manager for U.S. Marketing at Hasbro Games. "Both MONOPOLY CITY STREETS and MONOPOLY CITY bring new creativity to MONOPOLY that goes beyond the traditional property streets, green houses and red hotels."

MONOPOLY CITY STREETS will launch online in English, French, Spanish, Dutch and German on September 9, 2009. MONOPOLY CITY will be available at mass retail stores nationwide in Fall for the approximate retail price of \$34.99. The board game includes more than 80 3-D buildings, district property cards, MONOPOLY money, "Chance" and "Dodge Rent" cards, and a Trading unit that requires two AAA batteries.

ABOUT MONOPOLY

Since 1935, more than 250 million copies of MONOPOLY have been sold in 106 countries and 40 languages. More than 200 different editions of the game have been published, but the most popular continues to be the classic "Number Nine." Affectionately known by its original product number, "Number Nine" is based on the streets of Atlantic City and is nearly identical to Charles Darrow's original submission to Parker Brothers. The MONOPOLY name and logo, the distinctive design of the game board, the four corner squares, the MR. MONOPOLY name and the character, as well as each of the distinctive elements of the board and playing pieces are trademarks of Hasbro for its property trading game and game equipment. © 2009 Hasbro, All Rights Reserved.

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Hunter Public Relations
Donetta Allen, 212-679-6600, Ext.229
dallen@hunterpr.com

or

Hasbro, Inc.
Pat Riso, 413-526-2307
priso@hasbro.com