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HASBRO RE-IMAGINES MOUSE TRAP GAME

After 50 Years of Mouse Trapping Fun, Hasbro Introduces a Faster to Play, Easy to Set Up, MOUSE TRAP Game

Pawtucket, R.I. –This year, Hasbro, Inc is releasing a newly imagined and updated version of the trap-launching, mouse-catching MOUSE TRAP game with the help of the characters from Hasbro’s ELEFUN & FRIENDS brand. The new version of the game, which has been a household favorite for more than 50 years, will be available this spring.

“For decades families have enjoyed the game of MOUSE TRAP, however parents have expressed a desire for a game that’s easy for their kids to set-up so they can jump right into game play,” said Eric Nyman, senior vice president and global brand leader for Hasbro Gaming. “We’ve heard their requests and have given the game a modern makeover offering a seamless gameplay experience.”

The reinvented ELEFUN & FRIENDS MOUSE TRAP game introduces three new friends: Sneakers Mouse, Pepper Mouse and Nacho Mouse, and features some familiar faces such as Hungry Hippo, Giraffalaff, Chasin’ Cheeky and Elefun, all in one game. As kids move along the board, they’ll need to land on the boot space to hit the bucket and set the trap in motion in order to catch their opponent’s mouse and win!

MOUSE TRAP was first introduced in 1963 at New York Toy Fair and the game sold 1.2 million units before the year’s end.

Available for ages 4 and up, the ELEFUN & FRIENDS MOUSE TRAP game has an approximate retail price of \$19.99 and is available now at most major retailers nationwide and on HasbroToyShop.com. For more information about MOUSE TRAP, visit Hasbrogames.com.

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Hasbro, Inc. (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 170 markets around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.