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Ji GA ZO Expands Puzzle Category with Limitless Custom Design Possibilities

Rearrange 300-Pieces to Create a Personalized Mosaic-Style Puzzle

Note: To see how Ji Ga Zo works, visit www.youtube.com/jigazo

EAST LONGMEADOW, Mass., Jan 28, 2011 (BUSINESS WIRE) -- After being named Japan's "2010 Innovative Toy of the Year," Hasbro, Inc. [HAS] is launching Ji GA ZO, the world's first universally personalized jigsaw puzzle, in the United States. Translated from Japanese to mean "self portrait," Ji GA ZO is a 300-piece puzzle that can be rearranged to create face combinations of everyone you know, including images of yourself, friends, family, pets - the options abound.

"For the very first time, people can put together a fully personalized puzzle that has endless possibilities," said Lindsay Neubecker, Associate Global Brand Marketing Manager For Puzzles at Hasbro, Inc. "The technology behind Ji GA ZO is changing the way people look at puzzles and we are very excited to bring this new innovation to the category. It is truly unlike anything else on the market."

How does it work? Ji GA ZO's 300 pieces have varying levels of Sepia-colored gradations on one side and distinguishing symbols on the other. When the pieces are locked together, any face can be created. The key to this puzzle is the advanced Ji GA ZO software. Upload a digital image to the Ji GA ZO CD-ROM included in the box, and the software will produce a unique map that shows where each of the 300 pieces should be placed on the assembly grid to complete the Ji GA ZO image.

The symbols make it possible for the Ji GA ZO pieces to be individually identified and arranged in the correct position. In under an hour, the approximate time needed to place all of the pieces together, the Ji GA ZO image will be revealed. Since the puzzle is assembled based on a custom map, the pieces can be continuously reshuffled and put back together to create new designs based on new maps.

Ji GA ZO is a great option for Family Game Night as children and adults will both enjoy putting the puzzle together. As a lasting memory of the experience, players have the option to glue the pieces together and frame their masterpiece. Ji GA ZO, recommended for ages 8 and up, is available at retailers nationwide for an approximate retail price of \$24.99. To find out more information and share Ji GA ZO images visit www.jigazo.com. And to watch Ji GA ZO commercials, demonstration videos and more, visit www.youtube.com/jigazo.

[Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world-class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications, (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is www.hubworld.com. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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Hunter Public Relations
Meagan McCutcheon, 212-679-6600 ext. 222
mmccutcheon@hunterpr.com
or

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