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SIMON SAYS...SWIPE THE LIGHTS!

Hasbro Updates Classic Game with All New Swipe Motion

PAWTUCKET, R.I. – After the debut of the iconic SIMON game more than 30 years ago at Studio 54 Discotheque in New York City, Hasbro is updating the game with a new action that’s inspired by today’s touch screen technology - the swipe. The SIMON SWIPE game features the familiar colors and sounds of the classic game with an updated twist.

“The SIMON brand was extremely popular in the 70s and 80s, so we’re excited to reintroduce the game to a new generation,” says Jonathan Berkowitz, Vice President of Marketing, Hasbro Gaming. “The SIMON SWIPE game combines favorite elements of the classic game like colors, lights and sounds with today’s touch technology and “swipe” action to offer kids a bold new way to play.”

The SIMON SWIPE game showcases a new sleek design reminiscent of the original round SIMON game with hypnotic sounds and colors, flashing lights and game play featuring a smooth swipe action. Players can choose from four games, including *Classic*, *Extreme* and *Levels*, which starts easy, then builds to 16 levels and *Party* which let you play with a friend or a crowd.

Hasbro is also offering a select number of SIMON fans in the U.S. the chance to test the SIMON SWIPE game before it is available in stores this summer. Fans can visit TrySimonSwipe.com to sign up to be considered as a SIMON SWIPE tester and receive one of the first copies of the game.

Available for ages 8 and up, the SIMON SWIPE game has an approximate retail price of \$19.99 and will be available for purchase this summer at most major retailers nationwide and at HasbroToyShop.com.

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About Hasbro, Inc.

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.