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MONOPOLY Invites Kids to Help Others While Playing Games

Hasbro's MONOPOLY brand commits to \$400,000 donation to SOS Children's Villages in connection with the launch of MONOPOLY Planet page on Monopoly.com

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Hasbro invites the next generation of property tycoons to practice valuable money skills while helping other kids — all while having fun and playing games at the new MONOPOLY Planet page at Monopoly.com. The iconic brand is teaming up with the global organization SOS Children's Villages for the launch of the MONOPOLY Planet page on Monopoly.com to offer kids the opportunity to help build houses in real life for kids who need them.*

"We know that kids today love to help others, whether it's raising money for charity or helping to collect items for those in need, and we wanted to provide a new way for them to help others while having fun with MONOPOLY," said Jonathan Berkowitz, Vice President of Global Marketing for Hasbro Gaming. "For the launch of MONOPOLY Planet on Monopoly.com, we are happy to team up with a global organization that Hasbro has worked with for many years to help children around the world, SOS Children's Villages."

"We are pleased to be working with Hasbro for the launch of MONOPOLY Planet on to introduce kids to the mission of SOS Children's Villages and to offer them an engaging and fun way to help others," said John Allen, Chief Executive Officer of SOS Children's Villages - USA. "SOS Children's Villages is committed to raising children in stable, loving families throughout the world. With this support from MONOPOLY, we will be able to provide children with a beautiful and safe new home."

Hasbro's MONOPOLY brand has committed to a total donation of \$400,000 to SOS Children's Villages. The more games kids play at MONOPOLY Planet the faster they could be helping MONOPOLY support SOS Children's Villages, which is the world's largest organization that provides homes and families to children without biological parents to care for them. In addition to operating more than 500 villages in 133 countries, SOS Children's Villages advocates for the rights of children worldwide. Additionally, the organization helps to keep at-risk families together and helps at-risk families to prevent child abandonment.

In support of Hasbro's commitment, EA and Playfish will make a \$10,000 donation to SOS Children's Villages and are inviting millionaires-in-training who enjoy the MONOPOLY Millionaires game on Facebook to celebrate by using their MONOPOLY Millionaires Gold to purchase a limited-time SOS Children's Villages house. MONOPOLY Millionaires allows fans of MONOPOLY to connect and play with their Facebook friends and family around the world, while buying properties, collecting rent and building elaborate houses. Since launching in February 2011, nearly 168 million houses and more than 15 million hotels have been built in the game. Visit <http://apps.facebook.com/monopolymillionaires/> to start playing today.

The games featured on MONOPOLY Planet on Monopoly.com, including MONOPOLY: Electronic Banking edition, which lets kids use a bank card for all game transactions instead of cash, are also available as games they can play face-to-face with family and friends. MONOPOLY CRAZY CASH and MONOPOLY: Cars 2 Lightning McQueen Racetrack Game are also available to kids to try at www.monopoly.com.

Each game provides opportunities for families to talk about different financial lessons found in the game, such as saving, credit, debt management, negotiating and budgeting. For example: Playing MONOPOLY: Electronic Banking, in which players use a bank card for transactions, provides opportunities to talk about how debit and credit cards work and the importance of careful planning and budgeting with "digital" money.

MONOPOLY Planet on Monopoly.com is available to residents of Australia, Canada, Mexico, the Netherlands, New Zealand, the United Kingdom and the United States.

* By playing games at MONOPOLY Planet, kids earn Power Points that will be converted into a cash donation of up to \$100,000 (of the total \$400,000 donation to SOS Children's Villages). If at the end of the program the Power Points earned equate a donation of less than \$100,000, Hasbro's MONOPOLY will make up the difference.

About MONOPOLY

Since 1935, more than 275 million copies of MONOPOLY have been sold in 111 countries and 43 languages. Hundreds of 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.

About Hasbro

Hasbro, Inc. (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. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2011 Hasbro, Inc. All Rights Reserved.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA Mobile™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$1.7 billion and had 27 titles that sold more than one million units. EA's homepage and online game site is www.ea.com. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

About SOS Children's Villages

For over 60 years, [SOS Children's Villages](http://www.sos-usa.org) has been dedicated to providing family-based, long-term care to children who can no longer grow up with their biological families. They also focus on preventing the conditions that cause children to be orphaned and abandoned. Through its Children's Villages and Family Strengthening Programs, SOS impacts the lives of over 1 million people each year. SOS Children's Villages has received numerous honors including the *Save the World Award*, *Mother Teresa Gold Medal*, the *Conrad N. Hilton Humanitarian Prize*, and the *Vietnam Friendship Medal*. For more information about SOS Children's Villages, visit www.sos-usa.org.

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Hunter PR
Donetta Allen, 212-679-6600, ext. 229
dallen@hunterpr.com

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