HASBRO'S CLASSIC CLUE BOARD GAME REIMAGINED IN THRILLING NEW EXPERIENCE

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SOLVE THE MYSTERY OF BODDY BLACK'S MURDER IN THE NEXT IMMERSIVE CHAPTER OF THE TABLETOP GAME, AVAILABLE NOW



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CLUE Press Kit

PAWTUCKET, RI – January 4, 2023 – Who killed Boddy Black? Solve the mystery in a suspenseful and newly reimagined CLUE board game early this year! Today, Hasbro, Inc. (NASDAQ: HAS), a global branded entertainment leader, announced that the iconic mystery-solving board game CLUE received a refresh that combines classic CLUE gameplay with rich new takes on the original murder mystery storyline, an intriguing diverse cast, highly-stylized game pieces, and the glamorous Tudor Mansion. The next chapter of CLUE is now available at most major retailers for fans.

When six carefully chosen guests arrive at Boden "Boddy" Black's mansion after receiving a mysterious invitation, none are certain what to expect. But when their host turns up dead after revealing a sinister blackmail scheme at dinner, the pressure is on to solve the mystery. This CLUE murder mystery game is beautifully reimagined with a dazzling cast, luxurious setting, and fresh storyline. Players can choose to play as Miss Scarlett, Colonel Mustard, Mayor Green, Chef White, Solicitor Peacock, or Professor Plum and race against other players to crack the case by gathering evidence and narrowing down choices. Each playable CLUE suspect has been thoughtfully revamped to reflect a new character, with a meaningful backstory and motive, that engrosses players in the world of CLUE.

“For years, the inspired mysteries of CLUE have excited fans across the globe through countless game night interrogations, cult classic entertainment offerings and iconic pop culture fandom moments, and today we have a game that more accurately reflects the diversity of its players,” said Adam Biehl, SVP & General Manager, Hasbro Gaming. “This next chapter of CLUE invites even more gameplay immersion as players see themselves in a sophisticated fictional murder mystery and crime solving experience.”

The new CLUE board expands to a satisfying 20 by 20-inch gameplay canvas, giving players a bird’s-eye overview of the intricate Tudor Mansion. The entire box set is designed to resemble Boddy Black’s desk, which is covered with blackmail evidence he’s acquired – giving players a chance to always discover more intel to unfold the mystery, from the front to the back of the box. Gone are the generic-colored pawns and simplistic murder weapon pieces, which are replaced with sculpted character movers made of metal with golden finish, richly textured weapons for a more captivating and aesthetically pleasing feel.

Be immersed in an incredible mystery worth solving again and again! And the CLUE complexities keep coming… in 2023 and beyond, fans will want to stay on guard as the CLUE stories will continue to expand even further through new games and virtual experiences featuring shocking new twists and turns and edgy encounters that will instantly transport you to another world… the first piece of evidence might be in plain sight!

For over 70 years, CLUE has remained a timeless, textured, and immersive crime solving experience, featuring colorful suspects and a “who, where, what” solution. CLUEDO was invented in the 1940s during the WWII UK air raids by Anthony Pratt, before making its way across the pond in 1949 to the Parker Brothers in the US as CLUE, featuring the original characters of Mrs. White, Mr. Green, Mrs. Peacock, Professor Plum, Mrs. Scarlett, and Colonel Mustard. Today, CLUE is the second most popular board game in the world, having sold more than 150 million boards and having inspired experiences and entertainment from escape rooms and walking tours, to the cult classic 1985 Paramount film CLUE. Soon fans will encounter even more mysteries with the new CLUE live-action feature film adaptation from eOne and 20th Century Studios with James Bobin directing, Oren Uziel writing, and Ryan Reynolds starring with his company Maximum Effort Productions producing, and the animated CLUE series from Fox Entertainment, eOne, and Bento Box Entertainment, both in development.

With the recent and accelerated rise in mystery and true crime content in film, television, podcasts, literature and more, now is the perfect time to reintroduce CLUE - the game that has inspired so many modern retellings of the classic whodunit. Stay updated on the latest CLUE brand news at @officialclue on Instagram, and Facebook.com/officialclue. For additional images and information on the CLUE game and the latest news from Hasbro, please visit newsroom.hasbro.com.

***CLUE Images and Press Kit**: LINK

About Hasbro

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Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World’s Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit www.corporate.hasbro.com.

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