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## Hasbro and Ubisoft® Introduce New Destination for Gaming with the Hasbro Game Channel

*Explore New Ways to Play with Popular Hasbro Gaming Brands This Fall*

PAWTUCKET, R.I. & SAN FRANCISCO--(BUSINESS WIRE)-- Today, [Hasbro, Inc.](#) (NASDAQ: HAS) and Ubisoft® announced the Hasbro Game Channel - a destination for family game entertainment on leading consoles, featuring games based on Hasbro's most popular brands, including MONOPOLY, RISK and TRIVIAL PURSUIT. Starting this fall, the Hasbro Game Channel will be available to download on Xbox One, video game and entertainment system from Microsoft, and PlayStation®4 computer entertainment system. All games will also be available for download individually on the Xbox 360 games and entertainment system from Microsoft and PlayStation®3 computer entertainment system.



Hasbro Game Channel is the destination for family game entertainment on consoles with new ways to play your favorite classics such as Monopoly, Trivial Pursuit, Risk and more. (Photo: Business Wire)

The first three brands available on the Hasbro Game Channel will be MONOPOLY, RISK and TRIVIAL PURSUIT, and will offer players a brand-new way to experience these classic brands.

**MONOPOLY Plus** - MONOPOLY Plus brings the world's favorite family gaming brand to a new level with the original 2D MONOPOLY board as well as a colorful and lively animated 3D version that evolves as you progress in the game. MONOPOLY Plus lets players choose their favorite 'House Rules' to customize gameplay. Up to six players will be able to enjoy MONOPOLY Plus online or offline.

**RISK** - Strategy fans will venture into stimulating modern warfare combat with RISK. Keeping the authenticity of the 2010 rules as the standard, RISK offers a new strategic experience with a familiar map layout optimized with modern armies, 3D tactical battlefields, configurable win conditions and rule variants. Online league play will allow players to compete with people from around the world.

**TRIVIAL PURSUIT Live!** - Trivia fans can test their wits in this new take on the world's most well-known trivia game. TRIVIAL PURSUIT Live! transforms the classic experience into a TV-show setting with reinvented question formats, customizable game lengths and a variety of game rounds and rules to keep players guessing.

"We have worked closely with Ubisoft on the development of the Hasbro Game Channel, which will bring family and friends together for a fun and social gaming experience with their favorite brands," said Mark Blecher, senior vice president of digital gaming and corporate development for Hasbro. "The new console games will allow players to connect and play with others, not just in their living rooms, but around the world."

"We're bringing Hasbro's classic games to the digital age, capturing all the excitement and fun of these timeless games and building new ways to play them with the Hasbro Game Channel," said Chris Early, vice president of digital publishing, Ubisoft. "The new console experiences will offer a brand new channel with both familiar and new gameplay modes, various missions, achievements and rewards for endless fun with friends and family."

Hasbro Game Channel and all three introductory titles will be available to download worldwide starting this fall.

For more information, please visit [www.hasbrogamechannel.ubi.com](http://www.hasbrogamechannel.ubi.com)

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### **About Hasbro**

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 LITTEST 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 180 territories around the world, and for the US 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.

### **About Ubisoft**

Ubisoft is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands, including Assassin's Creed, Just Dance, Tom Clancy's video game series, Rayman, Far Cry and Watch Dogs. The teams throughout Ubisoft's worldwide network of studios and business offices are committed to delivering original and memorable gaming experiences across all popular platforms, including consoles, mobile phones, tablets and PCs. For the 2013-14 fiscal year Ubisoft generated sales of €1,007 million. To learn more, please visit [www.ubisoftgroup.com](http://www.ubisoftgroup.com).

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