

Hasbro Interactive Plays to Win Company Background

From your living room to your palmtop and email, Hasbro Interactive is there with the best interactive games on the planet.

Through a combination of leveraging existing brands, capitalizing on hot licenses and creating new content, Hasbro Interactive has quickly emerged as a top-three PC games publisher. With powerful, evergreen brands like Frogger, Monopoly and Tonka, Hasbro Interactive is widely credited with expanding the “casual gamer” market, the fastest-growing segment of the interactive entertainment industry. Today, Hasbro Interactive creates and markets games for a full-range of gaming genres and platforms.

Tom Dusenberry, president of Hasbro Interactive and a 25-year games industry veteran, founded the company in 1995 to capitalize on parent company Hasbro’s deep library of toy and game brands. So, it’s no coincidence that Hasbro Interactive’s first million-unit-seller was an interactive version of the Monopoly game, one of Hasbro’s biggest brands and the world’s most popular board game.

Since Monopoly, Hasbro Interactive has released a string of hit titles based on popular board games such as Scrabble, The Game of Life, Clue, Risk and Battleship. Adding to its success as the number-one family games publisher, Hasbro Interactive produced two hot game show titles, Wheel of Fortune and Jeopardy, both through a licensing agreement with Sony Signatures, Agent for Columbia TriStar Television. And the Force has found its way into Hasbro Interactive. Working with Lucasfilm Ltd., Hasbro Interactive introduced another Monopoly best-seller, Monopoly Star Wars.

In the children’s area, Hasbro Interactive’s critically acclaimed interactive toy Tonka Workshop, a first-of-its-kind CD-ROM playset, has created an entirely new way to play on the computer, melding the best of multimedia software and tactile play. Hasbro Interactive has developed an entire line of CD-ROM playsets, among them the Star Wars Millennium Falcon and Easy Bake Kitchen playsets. Meanwhile, it has introduced several CD-ROM games based on the Tonka brand, making it the leading interactive franchise for young boys. Hasbro Interactive’s newest Tonka release, Tonka Raceway, ranks among the top-10 PC games (PC Data, April 1999).

Hasbro Interactive has been a proponent of multiplayer and online gaming since its early days, when it launched Monopoly with a multiplayer Internet feature. Through strategic partnerships with Microsoft, MPlayer and Sony Online Entertainment, Hasbro Interactive makes many of its games available for online competition and organized tournaments. Later this year, Hasbro Interactive and Sony Online Entertainment will debut an online version of the Trivial Pursuit game.

While continuing to build upon its base of the best family and children’s brands in the interactive entertainment business, Hasbro Interactive has also aggressively deepened its offerings in other important game genres.

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In 1998, Hasbro Interactive strengthened its action games business with the acquisition of Atari, Inc., giving it access to more than 75 legendary Atari brands, including Pong, Missile Command and Centipede. Through its parent company, Hasbro Interactive gained the interactive rights to a prestigious line of strategy and historical war games made by Avalon Hill, a brand revered by strategy gamers. The same year, Hasbro Interactive purchased leading PC games publisher MicroProse, known for its stellar strategy and simulation titles, among them Falcon 4.0, Civilization, X-Com, MechWarrior, Gunship, Magic the Gathering and Worms. The acquisition of MicroProse has also given Hasbro Interactive a world-class, in-house R&D capability and expanded distribution in Europe.

Hasbro Interactive's reincarnation of the classic arcade game Frogger in 1997, through a licensing agreement with KONAMI Co., Ltd., put the company on its way to becoming the leader in retro games. Frogger leaped to the top of the PC and console game charts and has remained in the top-10 for back-to-back years, 1997-1998. Frogger has sold more than 2.5 million units on the PC and PlayStation game console. And, with rights to the Atari titles and a recent licensing deal with Pac-Man creator Namco, Hasbro Interactive is poised to build on its success in the action games category. The company plans to release all-new, 3D versions of Tetris, Pong, Missile Command and Q*Bert in 1999. In 2000, Hasbro Interactive will release the first 3D PC version of Pac-Man.

Hasbro Interactive is paving new ways to play. In February 1999, the company unveiled a line of Em@il Games -- effectively turning e-mail into entertainment-mail. The Em@il Games concept was well received by both consumers and industry analysts. According to the Gartner Group, "Given the popularity of e-mail for personal communication and connectedness, Hasbro may have built a hotel on Boardwalk." Hasbro Interactive is also taking many of its family games to Windows CE, another emerging gaming platform, and has announced plans to develop games for the new Sega Dreamcast console.

Hasbro Interactive is comprised of business units: Hasbro Interactive Children's Entertainment; Hasbro Interactive Family Games; MicroProse, and, Atari. Later in 1999, Hasbro Interactive will enter the sports business, with its first titles based on a licensing agreement with NASCAR. Headquartered in Beverly, Massachusetts, Hasbro Interactive has offices in Canada, the United Kingdom, Germany, France, Japan and Israel with R&D studios in Alameda, CA, Hunt Valley, MD, and Chapel Hill, NC.

The Hasbro Interactive Executive Team

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Executive photos and company logo artwork available on request. For more information, visit www.hasbro-interactive.com on the World Wide Web. 5/99