

For Immediate Release

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**HASBRO GAMES INTRODUCES ALL-NEW
ELECTRONIC HAND-HELD GAMES AT ELECTRONIC ENTERTAINMENT EXPO**

Frogger® Leaps Into Popular Hand-Held Line

LOS ANGELES, May 13, 1999 -- Hasbro Games is introducing several new sure-to-be favorite electronic hand-held games. Eleven new games join the Hasbro hand-held games family, including Frogger Electronic Hand-Held, based on Hasbro Interactive's hit CD-ROM game, Bop It Extreme™, with all new ways to play Bop It™, and three new hand-held games based on *Star Wars*™ Episode I: The Phantom Menace: Naboo Defender Electronic Hand-Held, Destroyer Droid Electronic Hand-Held and Podracer Electronic Hand-Held.

The new electronic hand-held games join Monopoly® Electronic Hand-Held, Totally Twister™, Trivial Pursuit® Electronic Hand-Held, Mr. Potato Head® Electronic Hand-Held and several others.

Hasbro's electronic hand-held games are a great way for people of all ages to take fun on the run. Whether traveling by plane, train or automobile, Hasbro's line of portable, electronic hand-held games make the perfect companion.

Frogger® Electronic Hand-Held

Everyone's favorite frog has returned to dodge cars and skip logs in this fun, new hand-held format. Choose from two games with five levels of play in each. (Batteries included)

Ages: 8 and up

Players: 1

Approximate retail price: \$17.99

Available: Now

Bop It Extreme™

Bop It! Twist It! Pull It! Spin It! Flick it! You may have mastered the award-winning Bop It™ game, but now test your skill on this enhanced version and compete to the beat as spoken and musical commands test your reflexes in five different ways!

Ages: 8 and up

Players: 1 or more

Approximate retail price: \$24.99

Available: August

(more...)

ELECTRONIC GAMES/2

Ballzerko™ Electronic Hand-Held

Pinball wizards beware! This two-fisted pinball maze game features unique snap on grips for easy play, electronic voice, lights, music and sound and three different lightning-fast games.

Ages: 5 and up

Players: 1 or more

Approximate retail price: \$19.99

Available: May

Naboo Defender Electronic Hand-Held

Players assume the role of Anakin Skywalker as they pilot a Naboo Starfighter and destroy enemy fighter droids. The rotating LCD screen enables players to fire from different positions and as players' skills progress, the number and ferocity of the enemy ships increase.

Ages: 6 and up

Approximate retail price: \$24.99

Available: May

Destroyer Droid Electronic Hand-Held

Join the Gungan army to defend Planet Naboo and its peaceful people by repelling the New Order's invading droids, which attack in increasingly fast and furious waves. With the defeat of every fifth wave of droids, players earn a bonus round.

Ages: 6 and up

Approximate retail price: \$24.99

Available: August

Podracer Electronic Hand-Held

Help Anakin Skywalker win a futuristic chariot race to escape slavery. Players choose from two different games – a speed round in which they try to improve their time or a 16-racer grid in which they try to win rounds and advance their position from the back to the front of the field. Realistic sound effects and motor vibration feedback jolts players into galactic racing action.

Ages: 6 and up

Approximate retail price: \$34.99

Available: August

Trivial Pursuit® NFL Edition Electronic Hand-Held

Football fans can now take a trivia break anytime with this new, sleek NFL Edition of everyone's favorite trivia game. This portable version contains over 3,000 questions about NFL players, teams, history, post season and the Super Bowl. As in the classic Trivial Pursuit Electronic Hand-Held, players choose from four ways to play: traditional, multiple choice, teams or just Q&A. (Batteries included)

Ages: Adult

Players: 1 or more

Approximate retail price: \$24.99

Available: June

Trivial Pursuit® NASCAR® Edition Electronic Hand-Held

Racing enthusiasts will get a thrill out of this new version of Trivial Pursuit Electronic Hand-Held. It features more than 3,000 questions about NASCAR®, pits, teams, tracks and drivers. As in the original hand-held, players choose from four ways to play: traditional, multiple choice, teams or just Q&A. (Batteries included)

Ages: Adult

Players: 1 or more

Approximate retail price: \$24.99

Available: Now

(more...)

ELECTRONIC GAMES/3

Operation® Electronic Hand-Held

You're the doctor in this portable version of the classic board game that lets players operate on their patients. Collect all of the Funatomy parts before time runs out! Operation Electronic Hand-Held features sound, light and vibration effects and 10 skill levels. (Batteries included)

Ages: 6 and up

Players: 1

Approximate retail price: \$17.99

Available: May

Pooh Flickering Fireflies Electronic Hand-Held

A perfect first electronic game for preschoolers, Pooh Flickering Fireflies Electronic Hand-Held will captivate your child as talking fireflies lead him on a chase through the 100 Acre Wood. The game automatically adjusts to three different skill levels and features four fun games. (Batteries included)

Ages: 3-5

Players: 1

Approximate retail price: \$14.99

Available: July

Simon® Electronic Hand-Held

Classic Simon is back in a new, portable version for fun anytime, anywhere. Mimic the computer's lighted pattern to win the game. The hand-held version features four skill levels and three ways to play. (Batteries included)

Ages: 7 to adult

Players: 1 or more

Approximate retail price: \$7.99

Available: Now

Hasbro Interactive, Inc. is a leading all-family interactive games publisher, formed in 1995 to bring to life on the computer the deep library of toy and board games of parent company, Hasbro, Inc. (AMEX:HAS). Hasbro Interactive has expanded its charter to include original and licensed games for the PC, the PlayStation® and Nintendo® 64 game consoles and for multi-player gaming over the Internet. Headquartered in Beverly, Massachusetts, Hasbro Interactive has offices in the U.K., France, Germany, Japan and Canada. For additional information, visit Hasbro Interactive's web site at: www.hasbro-interactive.com

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