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**HASBRO INTERACTIVE ACQUIRES RIGHTS TO 11 NAMCO TITLES
Pac-Man® to join Frogger® in company's growing action games line**

BEVERLY, MA (April 14, 1999) – Leading entertainment software publisher Hasbro Interactive today announced it has reached an agreement with Namco Ltd. that will allow Hasbro Interactive to develop, publish and distribute interactive games based on 11 Namco properties, including Pac-Man®, the #1 video arcade game of all time. The license agreement includes PC game rights to such arcade classics as Pac-Man, Ms. Pac-Man® and Dig Dug®, and multiple hardware platform rights to Galaga®, Galaxian® and Pole Position®, among others.

“We expect the Namco properties to greatly enhance our position in the action games category,” explained Hasbro Interactive President Tom Dusenberry. “Our success with Frogger® on both the PC and PlayStation® game console has paved the way for future development in this genre of games. The Namco properties are an excellent fit with Hasbro Interactive’s classic games heritage.”

Hasbro Interactive’s first games based on the Namco properties will be available in the fall of 2000, coinciding with Pac-Man’s 20th anniversary. Over the years, there have been more than 430 licensed Pac-Man products, making it among the most popular franchises in the entertainment industry. Hasbro’s Milton Bradley division developed board games, puzzles and card games featuring the familiar yellow character.

“Hasbro Interactive’s success in bringing classic arcade games to the mass-market made them the right partner for us in this venture,” said Namco Managing Director Yasuhiko Asada. Namco will introduce the first 3D Pac-Man game this fall, Pac-Man World 20th Anniversary for the PlayStation game console. “There is a huge market for retro entertainment. We’re putting a major emphasis on Pac-Man around our launch of Pac-Man World 20th Anniversary this fall and Hasbro Interactive will help us carry the momentum well into 2000 and beyond with new versions for the PC.”

“This is a great opportunity for both Hasbro Interactive and Namco,” said Mike Fischer, Director of Marketing, Namco Hometek Inc. “I’m especially excited about Hasbro Interactive’s PC-based products for Pac-Man and Ms. Pac-Man, which will support the impact and awareness of Namco’s own PlayStation products. Pac-Man World 20th Anniversary will just be the start of a great new family of updated Namco classics from both of our companies.”

(more...)

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Arcade game fans have scooped up more than 2 million copies of Hasbro Interactive's Frogger since it was introduced in 1997. Last month, the two-year-old title hopped its way to #2 on the PC games sales chart, according to PC Data. "Character-driven classics like Frogger can have an extremely long shelf-life," explained Dusenberry. "We see enormous potential with the many Namco properties, not the least of which is Pac-Man. Hasbro Interactive will bring these classic gaming properties into the next millennium in a big way."

Hasbro Interactive will debut a full line of action games at the Electronic Entertainment Expo in May. Among the planned fall releases are all-new, 3D versions of Pong, Tetris and Missile Command. And, just in time for summer, Hasbro Interactive will release a compilation CD-ROM of original Atari games.

Namco Ltd., a Tokyo based world leader in the entertainment industry, has been engaged in the amusement business for more than 40 years and today maintains a leading position in the R&D, production and sales of coin-operated game machines and home videogame software, operation of an urban theme park "Wonder Egg", as well as amusement facility operations.

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. (ASE: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 more information, visit the Hasbro Interactive Web site at www.hasbro-interactive.com.

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