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**HASBRO INTERACTIVE'S NERF ARENABLAST™  
LETS ACTION GAMERS TARGET THE FUTURE**

**LOS ANGELES (May 13, 1999)**—Pure adrenaline, pure competition. Stop dreaming about an all out Nerf challenge and play in one in Hasbro Interactive's new Nerf ArenaBlast™, the fast-paced, first-person action game where players battle with big, bright Nerf Blasters for the Nerf Championship.

“We are especially excited about this Nerf-based action game because it offers players a totally unique first-person action experience,” said Hasbro Interactive President Tom Dusenberry. “Nerf ArenaBlast combines the thrill of target competition with the bright colors and vivacity associated with Nerf toys.”

In Nerf ArenaBlast, players are part of a virtual amateur team from Indiana called “The Twisters.” “The Twisters,” truly a force of nature, have just won the Amateur Championships, which gives them the chance to play for in the ArenaBlast Pro League. But watch out — the pros are tough. As a proud “Twister,” your mission is to jam your way through eight different colorful, high-tech arenas, working your way up the competition ladder, in an attempt to win the final event: the Nerf ArenaBlast Championship.

(more...)

Players must have quick reflexes and sharp aims as they maneuver through the arenas using virtual versions of brand new Nerf Blasters for 1999 such as Wildfire, Secret Shot II and Triple Shot, familiar faves like Ballzooka and Pulsator, and all new gizmos for the CD-ROM such as ScatterShot, MightMo, Hypershot and Whomper. ArenaBlast also introduces a brand new, point based scoring system that goes beyond the usual and makes for very competitive play. Different Nerf arms and ammo earn double and triple points, and special Nerf gear like Jump Boots, Speed Boots and Energy Shields help players excel. Work your way through the arenas by hitting targets to open bridges, move elevators and find secret areas. While aim is the name of the game, each Nerf arena has one or two additional challenging events like RaceBlast (a racing-style game) and BallBlast (a scavenger hunt game) to keep players coming back for more.

The game uses the latest in Unreal™ 3D engine technology allowing for amazing cool graphics intelligent virtual opponents, and online multiplayer play.

Nerf ArenaBlast will blast its way onto the PC this winter at a suggested retail price of \$29.95.

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](http://www.hasbro-interactive.com).

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