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**HASBRO INTERACTIVE INKS DEAL WITH SONY SIGNATURES TO LICENSE  
WORLDWIDE RIGHTS FOR ARCADE CLASSIC Q\*BERT**

**BEVERLY, MA (May 10, 1999)** – Leading entertainment software publisher Hasbro Interactive announced today it has signed a license agreement with Sony Signatures, consumer products division of Sony Pictures Entertainment, to bring back the arcade classic Q\*Bert™ to the PC and video game console platforms. Q\*Bert will join Hasbro Interactive's all-star '99 line up of action arcade favorites including Frogger®, Centipede®, Pong®, Missile Command® and The Next Tetris®. Hasbro Interactive will unveil Q\*Bert at the Electronic Entertainment Expo (E3), May 13-15 in Los Angeles.

"Q\*Bert is one of my all-time favorite games, and I am delighted it will join our growing line of action arcade classics," said Tom Dusenberry, President of Hasbro Interactive. "As we have learned with Frogger's success, a lovable character with quick, approachable game play is truly a winning combination."

"Hasbro Interactive is an ideal partner to bring Q\*Bert into the new millennium," said Peter Dang, Executive Vice President of Licensing, Sony Signatures Licensing. "They understand how to capture the essence of classic game play while enhancing it for today's gaming hardware. They also know how to create a mass market sensation."

Q\*Bert, the big-nosed, fuzzy ball of orange fun, bounced into gamers' hearts in 1982 as the star of the quick-paced, puzzle-solving arcade game. Q\*Bert's broad-based appeal and addictive game play made it a huge success with a loyal fan following.

Hasbro Interactive looks to bring Q\*Bert back to life in 3D with the original game where players complete a solid-colored pyramid by jumping from cube to cube, and new 3D worlds loaded with new puzzle challenges and game play enhancements, bright 3D graphics and numerous game play levels. It won't be easy because Q\*Bert's old nemesis are back, too – Coily, Uggs, Wrong-Way, Slick and Sam are ready to change block colors, wreak havoc and crush Q\*Bert at every opportunity.

Hasbro Interactive's success with publishing 3D-enhanced versions of classic arcade games began in 1997, when the company licensed Frogger, from KONAMI Co., Ltd. in Tokyo. The blockbuster arcade hit from the 80s proved he had legs in the 90s and Hasbro Interactive has sold

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more than 2.5 million copies of Frogger for the PC and PlayStation game console. In March, the two-year-old title hopped its way to #2 on the PC games sales chart, according to PC Data. In 1998, Hasbro Interactive made another bold move and acquired the rights to over 75 Atari game properties including Pong, Missile Command, Centipede, Tempest, Breakout, and Asteroids. Most recently the company announced a license agreement with Namco for the rights to eleven arcade classics including the legendary Pac-Man®.

“With Q\*Bert we now have access to all of the greatest arcade properties,” added Dusenberry. “These classic titles are truly magical because their play patterns are fun for people of all ages, and once you start playing you just can’t stop.”

New versions of Q\*Bert will begin shipping this fall for the PlayStation® game console and Windows 95/98 CD-ROM.

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

**Sony Signatures** is the consumer products division of Sony Pictures Entertainment (SPE), whose global operations encompass motion picture production and distribution, television programming and syndication, home video acquisition and distribution, operation of studio facilities, development of new entertainment technologies and distribution of filmed entertainment in 67 countries. Sony Signatures’ Los Angeles-based Film and Television Licensing division manages merchandising and branding efforts for some of the most recognized properties in film and television.

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### **Visit Hasbro Interactive at E3 at booth # 1146, South Hall**

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