

Hasbro Interactive

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Company Background

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, Australia, Japan and Canada.

Since 1995 Hasbro Interactive has climbed the ranks of the interactive entertainment industry and in less than three years has become the fourth largest publisher, based on PC Data unit sales. In December 1997, Hasbro Interactive landed more titles on the top-selling PC games chart than any other publisher with classics like Tonka®, Monopoly®, Scrabble®, and Frogger® in the top-20 PC Data lists. Forging ahead in 1998, the company strengthened its line-up with its own classics, with its critically acclaimed acquisition of Atari game properties and with computer and video game versions of Hollywood's blockbuster movies and hottest television game shows.

Hasbro Interactive Worldwide Employees: 450

Hasbro Interactive's Strategic Alliances:

Lucasfilm Ltd.

Based on parent company Hasbro, Inc.'s licensing agreement with Lucasfilms. Ltd., Hasbro Interactive continues its relationship with Lucasfilm, Ltd. with a revolutionary new way for kids to play in the *Star Wars* universe. *Star Wars Millennium Falcon* CD-ROM playset uses a new technology that combines the hands-on fun of traditional toy play with the magic of CD-ROM software.

Sony Pictures Entertainment

In February 1998, Hasbro Interactive was awarded the license to publish computer and video game versions of two of the top-rated television game shows ever, Jeopardy!® and Wheel of Fortune®. The agreement with Sony Signatures, Agent for Columbia TriStar Television, gives Hasbro Interactive the rights to two of the hottest entertainment licenses in the computer games category and rights to introduce the games for the first time ever on the PlayStation® game console. The games for the PC and for the PlayStation game console will release in October and November 1998, respectively.

DreamWorks

The big screen came alive this summer with the hot new action-adventure movie “Small Soldiers™” from DreamWorks Pictures and Universal Pictures. Hasbro Interactive and DreamWorks Interactive (DWI) developed two CD-ROM games based on the movie that allowed kids to extend the Small Soldiers™ fantasy onto their home computer. Both games were published by Hasbro Interactive.

Smart Games, Inc.

In February, 1998 Hasbro Interactive entered into an exclusive publishing agreement with Smart Games, Inc., a Massachusetts-based company that in the last two years has developed award-winning interactive puzzle games. Hasbro Interactive is now licensing and publishing all current and future titles under the Smart Games brand, including Smart Games Challenge 3, which shipped in October 1998.

Acquisitions:

Atari, Inc. Game Properties

In March, 1998, Hasbro Interactive announced that a subsidiary of the company acquired copyrights, trademarks, patents, and other intellectual property assets of Atari, Inc from JTS Corporation. This acquisition gives Hasbro Interactive rights to some of the greatest video arcade games and play patterns ever created for multimedia entertainment. The first title created under this acquisition is Centipede, a classic Atari favorite that was first introduced in the early 1980s. Reborn with today’s sophisticated technology, Hasbro Interactive’s Centipede for the PC and the PlayStation game console retains the great game play arcade fans remember so well.

Avalon Hill Game Company

In October 1998, The Avalon Hill Game Company officially became part of the Hasbro Family. Avalon Hill has created some of the greatest strategy, simulation and adventure role playing brands in the gaming world and it is currently being integrated into the Hasbro organization. Hasbro Interactive looks forward to taking these great brands to new levels in the interactive games arena.

MicroProse, Inc.

In October 1998, entertainment software publisher MicroProse, Inc. became a wholly owned subsidiary of Hasbro, Inc. and has successfully been integrated into Hasbro Interactive. The acquisition of MicroProse will significantly enhance Hasbro Interactive in three key strategic growth areas: brands and content, R&D assets, and European distribution. MicroProse will provide Hasbro Interactive with product strength in the strategy, simulation, and 3D action game categories, enabling Hasbro Interactive to compete in virtually all major PC game categories. Hasbro Interactive is also looking to take these great games to new platforms including the Sony PlayStation, Nintendo 64, Sega Dreamcast and more. Some of MicroProse’s award-winning brands include *Magic the Gathering*, *Falcon*, *MechWarrior*, *Civilization*, *Grand Prix Racing*, *Star Trek Next Generation*, *Top Gun*, *X-COM*, *Gunship*, *M1 Tank Platoon* and *Railroad Tycoon*.

Hasbro Interactive Products:

Family Games: Monopoly® PC/PlayStation game console, Scrabble® PC, Game of Life® Clue® Murder at Boddy Mansion PC, Wheel of Fortune® PC/PlayStation game console, Jeopardy!® PC/PlayStation game console, Smart Games™ Challenge 3 PC, Slingo PC, Jumble PC, Sorry PC, Mastermind® PC

Children's Games: Tonka Workshop and Star Wars Millennium Falcon CD-ROM Playsets, Tonka Construction PC, Tonka Search & Rescue PC, Tonka Garage PC, My Little Pony PC, Girl Talk PC, Operation® PC, Candy Land Game PC.

Action Games: Frogger® PC/PlayStation game console, Centipede® PC/PlayStation game console Glover™ N64 and PC, H.E.D.Z.-Head Extreme Destruction Zone™ PC, Small Soldiers GloboTech Design Lab PC

Strategy Games: Axis & Allies PC, Stratego® PC, Risk PC, Small Soldiers Squad Commander PC

Distribution:

- Mass Merchants
- Computer Superstores
- Toy /Game Specialty
- Consumer Electronics
- Office Supply
- Warehouse Clubs