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HASBRO INTERACTIVE ACQUIRES THE PC GAME RIGHTS FOR THE FIM WORLD MOTORCYCLE CHAMPIONSHIP GP 500 LICENSE

MicroProse to Develop an Authentic Motorcycle Racing Game Based on the Real Racers and Tracks of the *GP 500* Worldwide Racing Circuit

London, England. August 1, 1999. Hasbro Interactive, Inc. (NYSE:HAS), leading entertainment software publisher, announced it has entered into a worldwide licensing agreement with Dorna Promoción del Deporte, S.A., for the PC game rights to the FIM Road Racing World Championship *GP 500™* motorcycle circuit. The *GP 500* is the world's largest and most recognised formula motorcycle racing circuit and is establishing its position as one of the greatest sporting spectacles in the world. *GP 500* will be published under the MicroProse brand.

*“Adding the **GP 500** game license will give us a foundation to develop and design the most authentic motorcycle racing computer game available,”* said Matt Carroll, MicroProse brand director, Hasbro Interactive International. *“**GP 500** is an important brand to have in an increasingly global software industry where great game play must be combined with real life statistics and actual sporting events.”*

GP 500 Racing

The *GP 500* racing circuit includes 15 international races, reaches an average of 530 million* spectators per Grand Prix and is televised in more than 200 countries. The riders race on behalf of one of 19 teams including the Marlboro Team Kanemato featuring race-winning rider, Max Biaggi, and team Repsol Honda which includes the current world champion *GP 500* rider, Mike Doohan. A fast growing spectator sport which features the ultimate high-performance 500cc motorcycles, the riders speed and navigate through courses at speeds in excess of 190 mph.

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HASBRO INTERACTIVE ACQUIRES GP 500 LICENSE (Cont...)

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“By entering into a licensing agreement with MicroProse for the development of an authentic racing game, we are able to reach not only our GP 500 racing fan, but possibly a new market of motorcycle hobbyists who may not have been introduced to the circuit,” said Jordi Pons, marketing director, Dorna Promoción.

Dorna Promoción del Deporte, S.A. is located in Madrid, Spain. Further information on the FIM World Motorcycle Championship Grand Prix races and riders is available at www.dorna.com.

*This is the total figure for TV viewers including race spectators. The total figure for attendance at the circuit's races is 1.2 million. Further audience statistics are available from Dorna.

For further information on *GP 500*, please visit www.GrandPrix500.com

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 UK, Germany, Australia and Canada. For more information, visit the Hasbro Interactive Web site at www.hasbro-interactive.com

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