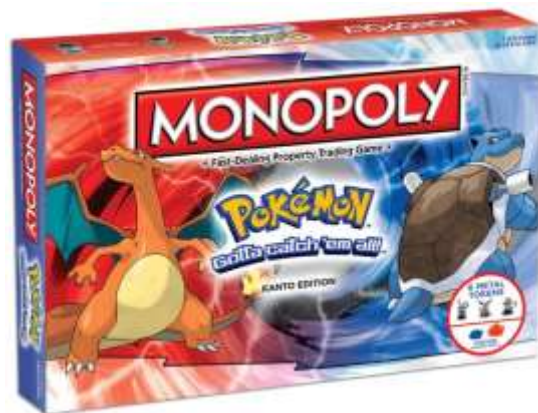


MONOPOLY®: POKÉMON: KANTO EDITION

*Join Pikachu and other classic Pokémon
in America's iconic property trading game!*

CARLSBAD, Calif. (October 27, 2014) – POKÉMON and MONOPOLY fans can now buy, sell and trade all eight Pokémon Gyms from the Kanto region and battle their Gym Leaders in **MONOPOLY®: Pokémon: Kanto Edition**. Produced by USAopoly, under license from Hasbro, Inc., and The Pokémon Company International, this fun spin on the family-friendly game will create memorable experiences for Pokémon fans as they encounter classic Pokémon, characters, and locations from the *Pokémon Red Version* and *Pokémon Blue Version* video games.

MONOPOLY®: Pokémon: Kanto Edition features six custom metal tokens: Pikachu, Bulbasaur, Charmander, Squirtle, Eevee, and Jigglypuff, plus custom Poké Marts and Pokémon Centers that replace classic MONOPOLY houses and hotel game pieces. Professor Oak and Trainer Battle Cards--replacing Chance and Community Chest cards--reward players when they encounter Pokémon or bring an unexpected surprise as you trade with other players to amass the most powerful Pokémon team! Ages 8+; 2-6 players.



MONOPOLY®: Pokémon: Kanto Edition launches this fall and will be available at specialty stores throughout North America & online including [Barnes & Noble](#) and [Game Stop](#), with a suggested retail price of \$44.95.

#

About USAopoly

USAopoly, Inc., (<http://USAopoly.com>) is a leading game manufacturer in the specialty market offering the world's best-known games (under license from the Entertainment & Licensing Division of Hasbro) and an innovating game developer of party games like Telestrations.

About Pokémon

The Pokémon Company International, a subsidiary of The Pokémon Company in Japan, manages the property outside of Asia and is responsible for brand management, licensing, marketing, the Pokémon Trading Card Game, the animated TV series, home entertainment, and the official Pokémon website. Pokémon was launched in Japan in 1996 and today is one of the most popular children's entertainment properties in the world. For more information, visit www.pokemon.com.

About Hasbro

[Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 180 territories around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.

For more information or a review copy please contact:

Cindy Saylor

760-431-5910 x240

csaylor@usaopoly.com