



PRESS RELEASE
FOR IMMEDIATE RELEASE
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USAOPOLY Celebrates 20 Years of Fun & Games at 2014 American International Toy Fair in New York City

Hot New Licenses & Iconic Board Game Brands To Be Unveiled

Carlsbad, CA (February 16, 2014) – USAopoly celebrates its 20th anniversary by unveiling another great line-up of exciting new board games based on the most popular licenses mashed up with the most iconic game brands (under license from Hasbro, Inc., Steve Jackson Games and dv Giochi). USAopoly’s line can be previewed at the Jacob Javits Convention Center on Sunday, February 16 – 19 in booth #2221 on Level 3, Hall A.

“For 20 years, USAopoly has been making great board games that entertain families, collectors and gamers alike. We are especially thankful to all of our partners over the years – Hasbro, licensors, retailers, inventors, vendors, and fans,” said John M. Davis, President of USAopoly. “Board games are more popular than ever, and USAopoly will continue its commitment to provide quality entertainment and memorable experiences for another 20 years,” said Davis.

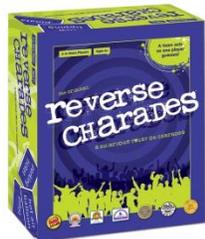
USAopoly’s Toy Fair Product Introductions Include:

Treasure Trax™ - The All-In-One Scavenger Hunt Game



This all-in-one scavenger hunt game for kids 3-5 makes every day an adventure. Treasure Trax is an active, play ‘n learn game where kids search for clues to find hidden animal cards. In just minutes, parents can set up the cards around the house and even hide a surprise at the end of this fun fast journey. Treasure Trax is perfect for a daily adventure, a rainy day or anytime you want to keep your preschooler active & entertained. For ages 3 to 5. MSRP: \$19.95 Available Summer 2014.

Reverse Charades® - A Hilarious Twist On Charades



Charades is better when everyone gets into the act! Award winning Reverse Charades is a hilarious twist on the classic game of charades. Instead of one person acting out a clue for a team to guess, a team acts out clues for one person to guess. Now everyone is in on the fun! Perfect for family fun, parties or team building. For ages 6+. MSRP: \$19.95 Available Summer 2014.



Tapple™ - Fast Word Fun For Everyone

Tapple is the award winning, best selling, fast paced word game that gives families & friends a rush of excitement as they compete to beat the timer! Tapple will entertain your friends & family during holiday get-togethers, parties and more! The kids won't even know they are learning as they rush to tap the timer! For ages 8+. MSRP: \$19.95 Available Now.



THE GAME OF LIFE®: My Little Pony

Enjoy a friendship-building journey around Equestria featuring Dr. Hooves, DJ Pon-3, Muffins and Twilight Sparkle. The Summer Sun Festival is about to take place and Princess Celestia has asked the ponies to travel around Equestria to prepare for it. They'll bring friends, overcome challenges, find supplies and learn about friendship. For ages 8+. MSRP: \$39.95 Available Summer 2014.



YAHTZEE®: DOCTOR WHO DALEK

The *Doctor Who* Dalek Collector's Edition of Yahtzee features a custom Bronze Dalek dice cup and custom dice featuring favorite icons from The Doctor and his Companions including K-9, the Sonic Screwdriver, River's Diary, the 4th Doctor's scarf, the TARDIS and the 11th Doctor's Fez. For ages 8+. MSRP: \$29.95 Available Summer 2014.



RISK®: Doctor Who The Dalek Invasion of Earth

Mankind has never faced an assault like this as multiple Dalek armies descend from the skies seeking to destroy and conquer. As players fight for supremacy, the Doctor does his best to stop the madness and bring peace. Five Dalek armies and special power cards that boost forces or thwart opponents deliver an epic battle for control of planet Earth... and the universe. For ages 12+. MSRP: \$49.95 Available Spring 2014.



TRIVIAL PURSUIT®: *Doctor Who*

Travel sized version of Trivial Pursuit sports 600 questions celebrating 50 years of *Doctor Who*. Fans of television's longest running series will test their knowledge in categories ranging from "Time Lords", "Monsters", "Companions and Cast" and more. What does TARDIS stand for? In what year did the Silurians first appear? Oversized custom die features colored Daleks. For ages 12+. MSRP: \$19.95 Available Now.



MUNCHKIN ADVENTURE TIME

What time is it?!? Munchkin: Adventure Time!

Oh. My. GLOB! Play as Finn, Jake, Marceline, or one of your other favorite characters who know a thing or two about looking for trouble and scoring sweet loot! In this version of the classic game of Munchkin, players get help from pals like Tree Trunks and Susan Strong, and wield the power of The Enchiridion, the Ball Blam Burglerber, and the mighty Axe-Bass. Foes like Me-Mow, Ricardio, and The Ice King don't stand a chance at jacking up your biz-wiz! For ages 10+. MSRP: \$24.95 Available Summer 2014.



BANG!: HALO

Board the UNSC *Infinity* where Red goes head-to-head with Blue in a battle for War Games supremacy. When the Master Chief enters the fray, who will ultimately reign supreme? Halo® Bang! uses the game mechanics of classic Bang! – the world's best-selling wild west card game – as seen through the Halo universe.

For ages 8+. MSRP: \$24.95 Available Summer 2014.



TACDEX™: HALO

TacDex is War – like you've never played it before! Discover new fun ways to have a strategic Halo battle. Using Battle Decks, players face off to dominate their opponent. The powerful Battle Marker shifts game play by switching the winning hand from high to low and back. Multiple cards in hand, including powerful Action Cards, make every play tense and exciting, and no two games are ever the same! For ages 8+. MSRP: \$9.95 Available Summer 2014.





CONNECT 4®: Super Mario™



Power up with Super Mario Connect 4! Mario™ and Luigi™ go head to head when players race to drop their custom checkers in the grid to try and make a line upwards, sideways or diagonal. With three ways to play, this Super Mario version of the classic Connect 4 game will provide a fun tabletop game experience for Mario fans. For ages 6+. MSRP: \$24.95 Available Spring 2014.

About USAopoly:

Creating popular board games since 1994 [USAopoly, Inc.](http://USAopoly.com) is a leading specialty market game manufacturer offering the world's best-known games (licensed from the Entertainment & Licensing Division of Hasbro) and an innovating game developer of original games including [Telestrations®](#), [Tapple™](#), Treasure Trax™, Reverse Charades®, CrossWays™ and Ratuki®. For more information about all USAopoly games, visit our website: usaopoly.com.

Treasure Trax, Reverse Charades, Tapple are trademark of USAopoly, Inc. Copyright © 2014 by USAopoly, Inc. All Rights Reserved

About Hasbro, Inc.:

[Hasbro, Inc.](http://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 170 markets 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.

About Steve Jackson Games:

Steve Jackson Games, based in Austin, Texas, has been publishing games, game books, and magazines since 1980. Its best-selling game is *Munchkin*, with well over 3 million copies of the games and supplements in print worldwide. Other top sellers are *GURPS* (the Generic Universal RolePlaying System), *Zombie Dice*, and *Illuminati*. Past hits have included *Car Wars* and *Toon*. Steve's very first game, *Ogre*, originally released in 1977, drew almost a million dollars' worth of Kickstarter support in 2012 for a super-deluxe edition to be released in the fall of 2013. The company news page, the Daily Illuminator (www.sjgames.com/ill/), is the oldest continuously running blog on the Internet. For more about Steve Jackson Games, visit us at www.sjgames.com.

About dvGiochi: *da Vinci Editrice* is a card and board game publisher established in Italy in 2001. After strong initial success, trade agreements have been signed with a wide network of international partners. **dv Giochi** branded games are distributed worldwide and have won numerous industry awards. Simplicity and originality are at the core of each **dv Giochi** product, supported by high quality components and strong interactive game play. BANG! and its expansions are the best-selling of the dv Giochi branded games, and have sold over 1 million copies worldwide.

About BBC Worldwide America:

BBC Worldwide is the main commercial arm and a wholly-owned subsidiary of the British Broadcasting Corporation (BBC). BBC Worldwide Americas brings together all of BBC Worldwide businesses across North and South America. The company exists to maximize the value of the BBC's assets for the benefit of the UK license payer, and invests in public service programming in return for rights. The company has seven core businesses: Channels, Sales and Distribution, Content and Production, Consumer Products, Digital Media, Magazines, and recently formed Brands, Consumers & New Ventures. Under



these businesses fall two key brands in the U.S. – digital cable channel BBC America and a bi-coastal production arm responsible for the smash hit *Dancing with the Stars* for ABC.

About the “Halo” Franchise:

The “Halo” franchise is an award-winning collection of properties that has grown into a global entertainment phenomenon. Beginning with the original “Halo: Combat Evolved” (2001), the critically acclaimed and record-shattering series of games has since inspired multiple New York Times bestselling novels, comic books, action figures, apparel and more.

Published by Microsoft Studios, the “Halo” franchise of games is exclusive to Xbox platforms and Windows 8 PCs, tablets, and Windows Phone 8 devices. To date, more than 60 million copies of “Halo” games have been sold worldwide, driving more than 5 billion hours of gameplay by people connected to Xbox Live.

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