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Hasbro Games Announces Licensing Deal for the Classic Arcade Game Skee-Ball

East Longmeadow, MA, September 11, 2007 – Hasbro, Inc.’s (NYSE: HAS) games division has announced that it has signed a multi-year licensing deal with Skee-Ball, Inc. for the rights to the popular arcade game. The multi-year deal, brokered by Skee-Ball Inc.’s licensing agency, Dimensional Branding Group (DBG), will allow Hasbro to create games based on the classic Skee-Ball experience.

“Skee-Ball is a timeless tradition that’s enjoyed by every member of the family, whether at the beach, the amusement park or on a weekend getaway,” said Cathy Meredith, VP Licensing for Hasbro. “This game is synonymous with family fun, which makes it a perfect fit with our brands, which include the most familiar and favorite games available today.”

Over the past nine decades, Skee-Ball has become a worldwide arcade and carnival phenomenon. There are well over 100,000 Skee-Ball arcade games throughout the world today in more than 38 countries. The game has also become part of the pop culture, as Skee-Ball has been featured in multiple episodes of *The Simpsons*, as well as in *SpongeBob SquarePants*, *Rugrats* and in the movies “Chasing Amy” and “Dogma.”

“Millions of consumers know and love Skee-Ball from trips to amusement parks, carnivals and arcades. The Skee-Ball brand is a fixture in our popular culture,” added Joe Sladek, CEO of Skee-Ball, Inc. “We are excited to be partnering with the recognized leader for the first ever game extension that will allow consumer to continue the Skee-Ball experience in the comfort of their home.”

The licensing agreement is effective immediately. Hasbro expects to deliver its first Skee-Ball branded products into the marketplace by early 2009.

Hasbro (NYSE: HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its **PLAYSKOOL**, **TONKA**, **MILTON BRADLEY**, **PARKER BROTHERS**, **TIGER**, and **WIZARDS OF THE COAST** brands and products provide the highest quality and most recognizable play experiences in the world.

Skee-Ball was invented in 1909 by Jonathan D. Estes, who, it is said “was just looking for something to do.” Over the last nine decades Skee-Ball has become a worldwide amusement park, carnival and arcade tradition. And since 1909 Skee-Ball has been a

midway staple. In 1936 the game became coin op and was so popular and so well-made, that even today with all our electronic and video technology, the Skee-Ball shape and action remains virtually unchanged. Skee-Ball is now found in almost ALL arcades across the country! For more information, visit www.skeeball.com.

Dimensional Branding Group: Based in the San Francisco Bay Area, Dimensional Branding Group (DBG) focuses on brand licensing with a unique emphasis on strategic marketing, inter-active expertise and consumer research. DBG specializes in developing evergreen toys & games, children and iconic brand trademarks into entertainment placement and new extension markets. DBG's clients include: Alex, PlayStation, Jenga, Whac-A-Mole, Chronicle Books among others. For more information, visit www.dimensionalbranding.com.