

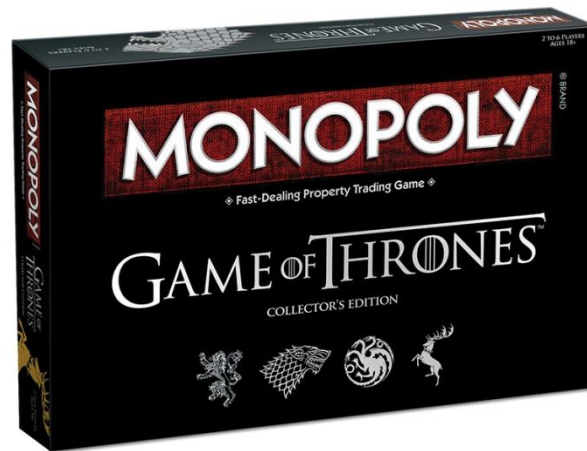
PRESS RELEASE

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MONOPOLY: *Game of Thrones*® Collector's Edition Game

You Are Accused of Poisoning the King During his Wedding. GO TO JAIL.
GO DIRECTLY TO JAIL. DO NOT PASS "GO." DO NOT COLLECT \$200.



CARLSBAD, Calif. (June 15, 2015) – Game manufacturer USAopoly is excited to announce the debut of MONOPOLY: *Game of Thrones* Collector's Edition Game, under license from Hasbro, and in partnership with HBO Global Licensing. Featuring custom *Game of Thrones* packaging, stunning game design, and large, hand-sculpted custom tokens, the MONOPOLY: *Game of Thrones* Collector's Edition Game will transport fans into a world of intrigue, valor, and betrayal. After all, when you play the MONOPOLY: *Game of Thrones* Collector's Edition Game you win, or you go bankrupt!

MONOPOLY: *Game of Thrones* Collector's Edition Game Features:

MONOPOLY tokens worthy of a king! The MONOPOLY®: *Game of Thrones* Collector's Edition Game tokens are large, hand-sculpted, elegantly cast in zinc and modeled after iconic imagery from the show.



White Walker



Dragon Egg



**Three-Eyed
Raven**



The Iron Throne



Crown



Direwolf

A custom game board featuring Westeros awaits your rule.

All aspects of the gaming experience are customized including cards, MONOPOLY money, game board, rules and more, to bring Westeros to life.



- Straight from the Iron Bank: *Game of Thrones* MONOPOLY money features the symbols of Westeros and Essos.
- The traditional MONOPOLY “Chance” and “Community Chest” cards are transformed into “Valar Morghulis” and “The Iron Throne” cards and include directives both fair and foul.
- Traditional Houses and Hotels are transformed into Custom Villages and Keeps.
- Fans will enjoy opening the elegant black linen paper wrapped box with silver foil-stamped house sigils including Lannister, Stark, Targaryen, and Baratheon.
- *Game of Thrones* art covers the inside of the box and a custom tray holds each game piece.
- An elegant, rolled scroll secured with a ribbon contains the rules.

The MONOPOLY: *Game of Thrones*® Collector's Edition Game is now available for pre-order at store.hbo.com. It will be available in May at game & toy stores and specialty retailers in the United States and Canada.



Over 20 years of fun & games

MSRP \$59.95 | Ages 18+ | 2-6 Players
For more information visit usaopoly.com.

About Hasbro

Hasbro (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH, TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and a comprehensive lifestyle licensing program, Hasbro fulfills the fundamental need for play and connection for children and families around the world. The Company's Hasbro Studios creates entertainment brand-driven storytelling across mediums, including television, film and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families every year. Learn more at www.hasbro.com and follow us on Twitter (@Hasbro & @HasbroNews).

About HBO Global Licensing

HBO Global Licensing officially licenses the HBO® brand for the development and merchandising of innovative product lines inspired by the network's award-winning programming. With products created around hit series like *Game of Thrones*® and *True Blood*® as well as classic series like *The Sopranos*®, *Sex and the City*®, and *Entourage*, items include fashion apparel, figures, jewelry, digital and CD soundtracks, prop and costume replicas, games, books, and beverages, as well as exclusive, premium collections in partnership with upscale, designer brands. Merchandise can be purchased in retail stores nationwide, at <http://store.hbo.com>, and at the groundbreaking HBO retail hub, the HBO Shop®, located at 42nd and 6th Avenue in New York City. HBO Global Licensing products are also sold internationally across Europe (www.hboshopeu.com), Asia and Australia.

About USAopoly:

Creating popular board games since 1994 USAopoly, Inc. 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*®, *Reverse Charades*®, and *Ratuki*®. For more information about all USAopoly games, visit our website: usaopoly.com.

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