



Lionsgate and Hasbro's Monopoly Advance Directly to Go

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Companies To Bring One of the World's Biggest Brands to the Big Screen

SANTA MONICA, Calif. and PAWTUCKET, R.I., July 1, 2015 /PRNewswire/ -- Lionsgate (NYSE: LGF), a premier next generation global content leader, and Hasbro (NASDAQ: HAS) are partnering to bring the iconic game MONOPOLY to the big screen, the two companies announced today. Academy Award®-nominated and BAFTA award-winning writer/producer/director Andrew Niccol (*The Truman Show*, *Gattaca*, *The Terminal*) will write the screenplay for MONOPOLY, which will be produced by Lionsgate and Hasbro's Allspark Pictures. Lionsgate will finance the movie.

LIONSGATE®

"Hasbro is a partner with incredible global reach, one of the most compelling brand portfolios in the world, and a signature brand in MONOPOLY that has multigenerational appeal," said Lionsgate Motion Picture Group Co-President Erik Feig. "Andrew Niccol is the ultimate world creator responsible for such disparate and imaginative films as *The Truman Show*, *Gattaca*, and *The Terminal*. He is an inspired choice to develop this timeless property into a big, crowd-pleasing event film that will appeal to kids, families and anyone who has ever played the MONOPOLY game."

"As we've seen with our other movies and television series, Hasbro's brands are terrific for creating engaging stories and appealing characters that speak to audiences of all ages, and together with Lionsgate we will bring MONOPOLY to life on the big screen," said Stephen Davis, Executive Vice President and Chief Content Officer of Hasbro. "MONOPOLY is one of the most popular games of all time, and it will translate into a film with tremendous global appeal and marketability based on a script being deftly written by the remarkable Andrew Niccol."

In keeping with a game that has brought so many hours of joy to so many for so long, MONOPOLY will be a film for all ages, visually sumptuous, heartwarming, and full of action and adventure. The story centers on a boy from Baltic Avenue who uses both Chance and Community in a quest to make his fortune, taking him on a fun, adventure-filled journey. It's about making your own luck, what makes you truly rich and, of course, avoiding Jail time!

The MONOPOLY brand is the world's favorite family gaming brand and an integral part of popular culture today. The game has been played by more than one billion people in 114 countries around the world and has been translated into 47 different languages. More people are playing the MONOPOLY game than ever before, offering kids and families the thrill of owning it all across a variety of platforms and formats.

ABOUT LIONSGATE

Lionsgate is a premier next generation global content leader with a strong and diversified presence in motion picture production and distribution, television programming and syndication, home entertainment, digital distribution, new channel platforms, video games and international distribution and sales. Lionsgate currently has more than 30 television shows on over 20 different networks spanning its primetime production, distribution and syndication businesses, including such critically-acclaimed hits as the multiple Emmy Award-winning *Mad Men* and *Nurse Jackie*, the broadcast network series *Nashville*, the syndication success *The Wendy Williams Show*, the critically-acclaimed hit series *Orange is the New Black* and the breakout series *The Royals*.

Its feature film business has been fueled by such recent successes as the blockbuster first three installments of *The Hunger Games* franchise, the first two installments of the *Divergent* franchise, *The Age of Adaline*, CBS/Lionsgate's *The DUFF*, *John Wick*, *Now You See Me*, Roadside Attractions' *A Most Wanted Man*, Lionsgate/Codeblack Films' *Addicted* and Pantelion Films' *Instructions Not Included*, the highest-grossing Spanish-language film ever released in the U.S.

Lionsgate's home entertainment business is an industry leader in box office-to-DVD and box office-to-VOD revenue conversion rates. Lionsgate handles a prestigious and prolific library of approximately 16,000 motion picture and television titles that is an important source of recurring revenue and serves as the foundation for the growth of the Company's core businesses. The Lionsgate and Summit brands remain synonymous with original, daring, quality entertainment in markets around the world. www.lionsgate.com

ABOUT HASBRO

[Hasbro](http://www.hasbro.com) (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 and 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 and its film label, Allspark Pictures, create 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](https://twitter.com/Hasbro) & [@HasbroNews](https://twitter.com/HasbroNews)).

The MONOPOLY name and logos are trademarks of Hasbro. The distinctive design of the gameboard, the four corner squares, the MR. MONOPOLY name and character, as well as each of the distinctive elements of the board and playing pieces, are trademarks of Hasbro, Inc. for its property trading game and game equipment. ©1935, 2015 Hasbro, Pawtucket, RI 02862. All Rights Reserved.

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