



## Hasbro Launches First-Ever Gaming Subscription Service

June 19, 2017

*'Hasbro Gaming Crate' subscription sign up now open, delivering an exclusive collection of games directly to consumer's doorstep*

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Today, Hasbro Inc. (NASDAQ: HAS) invites consumers to sign up for the company's first subscription service, [Hasbro Gaming Crate](#). Among the first for the gaming industry, this unique program offers an exclusive collection of games curated by Hasbro Gaming experts, new to the Hasbro Gaming portfolio, delivered straight to the subscriber's door every three months.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170619005649/en/>



Hasbro Gaming Crate caters to multiple types of gamers with two themed crates, each with three games, priced at \$49.99 plus shipping per crate, charged automatically when the crate ships. The Party Crate contains games with content geared toward college students, young adults, and parents who are looking to enjoy "adults-only" game nights. The Family Crate offers games designed to be played together and enjoyed equally by kids and adults.

In the first Family Crate, one of the three games subscribers will receive is the MASK OF THE PHARAOH Game, a collaborative, virtual-reality board game in which players download the Mask of the Pharaoh app, which will be available on the App Store or Google Play Store, to their smartphone. Using the included VR mask, players find themselves deep inside a mysterious pyramid in Ancient Egypt. Players must quickly describe a section of the pyramid they see while wearing VR mask as the other players use the included physical game tiles to complete the path to victory on the game board! In the first Party Crate, subscribers will receive three

Hasbro Gaming Crate delivers an exclusive collection of games directly to consumer's doorstep (Photo: Business Wire)

games, including the SPEAK OUT: JOE SANTAGATO Edition Game, an "adults-only" version of the ridiculous mouthpiece challenge where players try to say phrases while wearing a mouthpiece, featuring edgy "NSFW" content inspired by internet sensation Joe Santagato.

"Delivered right to subscribers' doorsteps, the Hasbro Gaming Crate subscription service makes it easy and convenient for families and fans to try new games," said Jonathan Berkowitz, senior vice president of marketing for Hasbro Gaming. "Whether you're planning a game night at home with your kids, or out with a group of friends, we're confident the games our experts have selected for each crate will provide plenty of fun, laughter and friendly competition."

Starting today, gaming fans can visit [hasbrogamingcrate.com](http://hasbrogamingcrate.com) to sign up. Subscribers will receive one crate every three months, priced at \$49.99 plus shipping per crate, charged automatically when the crate ships. The first Hasbro Gaming Crates will ship in early Fall and subscribers can cancel any time. The Hasbro Gaming Crate service is currently available in the United States only. To learn more follow us on Facebook ([Facebook.com/HasbroGaming](https://www.facebook.com/HasbroGaming)), Twitter ([@Hasbro](https://twitter.com/Hasbro) & [@HasbroNews](https://twitter.com/HasbroNews)) and Instagram ([@Hasbro](https://www.instagram.com/Hasbro)).

HAS-B

### About Hasbro

[Hasbro](#) (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and

content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. Hasbro ranked No. 1 on the 2017 100 Best Corporate Citizens list by *CR Magazine*, and has been named one of the World's Most Ethical Companies® by *Ethisphere Institute* for the past six years. Learn more at [www.hasbro.com](http://www.hasbro.com), and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20170619005649/en/>

**Hasbro**

Jen DeAngelis, 401-727-6833  
Hasbro Global Communications  
[Jen.DeAngelis@hasbro.com](mailto:Jen.DeAngelis@hasbro.com)

Source: Hasbro

News Provided by Acquire Media