THE GAME OF LIFE Game Teams up with TripAdvisor to Add Vacations to the Game

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TripAdvisor traveler survey reveals that 86 percent of people consider taking a vacation an essential part of life

PAWTUCKET, R.I.--(BUSINESS WIRE)--Aug. 23, 2017-- Today, Hasbro, Inc. (NASDAQ: HAS) announced its teaming up with TripAdvisor®, the travel site that helps you find the latest reviews and lowest prices, to add vacations into the iconic THE GAME OF LIFE game. For the first time in the board game's 60-year history, players will be encouraged to "take a break" and choose their dream destination with vacation cards inspired by some of TripAdvisor's top-ranked family destinations and activities. THE GAME OF LIFE game's new vacation card options includes a ski trip, a beach day in Punta Cana, hiking the Great Wall of China, and visiting the Eiffel Tower. Knowing travel, like life, can sometimes include twists and turns, Hasbro also threw in a few travel mishaps like a camping failure and a flight cancelled last minute to add another dimension to gameplay.

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TripAdvisor Survey finds 70% of U.S. travelers say sightseeing is their favorite family travel activity. THE GAME OF LIFE game's new vacation card includes sightseeing activities such as visiting the Eiffel Tower.

In a recent survey, TripAdvisor asked more than 1,600 U.S. travelers about their travel preferences, particularly as they relate to family vacations. The results illustrate how important not just travel – but family travel – is to consumers. Survey highlights include:

- 86 percent of respondents say taking a vacation is an essential part of life
- 88 percent of respondents say vacations enhanced their lives
- More than half of respondents feel happier, rejuvenated and closer with their families after taking a family vacation
- 86 percent of all respondents plan to take a family trip this year; 71 percent say they typically take a few family trips per year
- 57 percent of respondents say creating memories is the most important benefit of family travel
- Florida, which will be included as a new THE GAME OF LIFE vacation option, was named the top family vacation destination by respondents

"Graduating from college, getting married, buying a house, and having a family are all major life milestones, but we realized we were missing one important element – vacations!" said Jonathan Berkowitz, senior vice president of Hasbro Gaming. "Through our work with TripAdvisor, we're introducing vacations and adventures into the iconic board game for the first time to encourage families to take a break, connect, and make lifelong travel memories together."

"As travel is such an essential part of life, it seemed only natural to team up with Hasbro to integrate some of the TripAdvisor community's favorite travel destinations and activities within The Game of Life," said Neela Pal, vice president of brand marketing at TripAdvisor.

THE GAME OF LIFE game with the vacation updates will be available at most major retailers nationwide and on HasbroToyShop.com this August for the approximate retail price of $19.99.

Inspired by the word 'LIFE' contained in The Milton Bradley Company's 1860 game "The Checkered Game of Life," inventor Reuben Klamer developed THE GAME OF LIFE game in 1960 which since has become one of the most popular and iconic games around the world. Fans can stay updated on the latest Hasbro Gaming news at Facebook.com/HasbroGaming, @HasbroNews on Twitter and #Hasbro on Instagram.

About the TripAdvisor Vacation Survey
In spring 2017, TripAdvisor surveyed more than 1,600 travelers in the United States. The survey questioned people about their ideal vacations and the value of taking a vacation with their families.

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. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro & @HasbroNews) and Instagram (@hasbro).

About TripAdvisor
TripAdvisor, the world's largest travel site*, enables travelers to unleash the full potential of every trip. With more than 535 million reviews and opinions covering the world's largest selection of travel listings worldwide -- over 7 million accommodations, airlines, attractions, and restaurants -- TripAdvisor provides travelers with the wisdom of the crowds to help them decide where to stay, how to fly, what to do and where to eat. TripAdvisor also compares prices from more than 200 hotel booking sites so travelers can find the lowest price on the hotel that's right for them. TripAdvisor-branded sites are available in 49 markets, and are home to the world's largest travel community of 415 million average unique monthly visitors,** all looking to get the most out of every trip. TripAdvisor: Know better. Book better. Go better.

TripAdvisor, Inc. (NASDAQ:TRIP), through its subsidiaries, manages and operates websites under 20 other travel media brands:

www.airfarewatchdog.com, www.bookingbuddy.com, www.citymaps.com, www.cruisecritic.com, www.familyvacationcritic.com, www.flipkey.com, www.thefork.com (including www.lafourchette.com, www.ellenador.com, www.iens.nl and www.dinnit.com.au), www.gateguru.com, www.holidaylettings.co.uk, www.holidaywatchdog.com, www.housetrip.com, www.jetsetter.com, www.niumba.com, www.oneime.com, www.oyster.com, www.seatguru.com, www.smartertravel.com, www.tingo.com, www.vacationhomerentals.com and www.viator.com.

*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, May 2017
**Source: TripAdvisor log files, Q1 2017

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Jen DeAngelis, 401-727-6833