



Media contact: Marissa Connelly  
Litzky Public Relations  
(201) 222-9118  
[mconnelly@litzkypr.com](mailto:mconnelly@litzkypr.com)

## **MONOPOLY 2014 PRODUCT DESCRIPTIONS**

In 2014, MONOPOLY is all about playing *your* way. Whether it's your child's first time playing, building your own empire, or personalizing your own board, Hasbro has a MONOPOLY gaming experience for you! The brand will start 2014 by inviting its fans to help their children create their first MONOPOLY game memory with the launch of the reimagined MONOPOLY JUNIOR game. And would-be moguls will have fun building up their empire with updated graphics and redesigned tokens as the MONOPOLY EMPIRE game goes platinum! For players who want a more personal experience, the MY MONOPOLY game is letting them personalize their own boards with photos to create a lifetime of new MONOPOLY memories.

### **MY MONOPOLY Game**

(Ages 8 years & up/Players: 2-4/Approx. Retail Price: \$19.99/Available: August 2014)

The world's favorite property trading game is getting personal in 2014! Now you can personalize your own MONOPOLY game in minutes! With the MY MONOPOLY App or Website, you can easily create your own personalized MONOPOLY game by customizing property spaces, game tokens, Chance Cards and Community Chest Cards to include your favorite people, places and things! Gather your images from Facebook, Instagram, Shutterfly, Flickr or your personal devices, print them out on your personalized MY MONOPOLY game stickers, stick them onto the game pieces and position them as you choose around the MY MONOPOLY game board and you're ready to play! Bring your favorite and funniest memories to life as you create your own MY MONOPOLY game experience. The My MONOPOLY app will be available on both iOS and Android platforms.

### **MONOPOLY JUNIOR Game**

(Ages 5 years & up/Players: 2-4/Approx. Retail Price: \$14.99/Available: Spring 2014)

The MONOPOLY JUNIOR game is better than ever in 2014 and will help younger players create their first MONOPOLY game memories! To start the game, players will select one of the four new MONOPOLY JUNIOR game tokens based on the favorite classic tokens before they grew up: Scottie Dog, Cat, Battleship and Racecar. Just like the classic MONOPOLY game, young players move around the board to buy fun properties like the Ice Cream Parlor, the Zoo, the Swimming Pool and more! Buying properties, paying rent and collecting Chance Card bonuses are handled with single banknotes, making transactions fast and easy. Game play is fast paced and when one player goes bankrupt the game is over. Count your cash—the player with the most money wins!

### **MONOPOLY EMPIRE Game**

(Ages 8 years & up/Players: 2-4/Approx. Retail Price: \$19.99/Available: Fall 2014)

With the MONOPOLY EMPIRE game, kids can now buy and sell twenty-two of the world's top brands and live out the fantasy of owning it all. In 2014, the game comes with platinum-colored tokens to represent some of the top brands featured on the board such as Angry Birds, Xbox, Beats By Dr. Dre and McDonald's. Make your way around the board buying up your favorite mega brands and adding them to your billboard tower. The game is a race to the top: collect rent from your opponents based on your tower value and be the first player to fill your tower with brand billboards to win! But watch out, Chance and Empire cards can swing your fortune or your opponent's fortune in an instant.

### **MONOPOLY Game**

(Ages 8 years & up/Players: 2-4/Approx. Retail Price: \$17.99/Available: Now)

Your favorite MONOPOLY game has a new look with a brand new token as voted on by YOU! Play with the new Cat token and take advantage of game play tips from Mr. Monopoly now included in this refreshed edition.

**MONOPOLY ELECTRONIC BANKING Game**

(Ages 8 years & up/Players: 2-4/Approx. Retail Price: \$19.99/Available: Now)

With the MONOPOLY ELECTRONIC BANKING game, players keep track of their finances just like in real life – with a bank card! Buy properties, collect rent and pick up your salary instantly with the swipe of your bank card to keep the game moving in this fast and fun version of the classic property trading game! Requires 2 AAA batteries, not included.

**MONOPOLY ANGRY BIRDS Game**

(Ages 8 years & up/Players: 2-4/Approx. Retail Price: \$19.99/Available: Fall 2014)

MONOPOLY and ANGRY BIRDS join forces in the all-new MONOPOLY ANGRY BIRDS game, where people can play this classic game with a fun ANGRY BIRDS twist. Experience different facets from the ANGRY BIRDS universe in one game, such as Angry Birds, Angry Birds Go! and Angry Birds Space. Launch your token at the targets in the center of the game to collect money and property space bonuses! Help Red Bird and his flock of friends take down King Pig and the Bad Piggies in the quest to own it all!