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## Neil Patrick Harris Teams up with Hasbro to Promote All New SCRABBLE CATCH PHRASE Game and Hasbro Game Night

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Actor Neil Patrick Harris announced via Twitter today that he will be appearing in a new ad campaign from [Hasbro, Inc.](#) (NASDAQ: HAS) featuring the all new SCRABBLE CATCH PHRASE game. Harris, star of CBS' hit sitcom "How I Met Your Mother," is featured in the game's television advertising campaign, set to begin airing the week of August 27 in the U.S.



"It's no secret I love games, and CATCH PHRASE has always been one of my favorites," said Neil Patrick Harris. "Since I regularly host game nights, teaming up with Hasbro for this campaign to introduce SCRABBLE CATCH PHRASE was a no brainer. I had a great time making the ads and showing how games make a party great and bring people together in a fun, comical way."

Along with the commercial for SCRABBLE CATCH PHRASE, Harris will help kick off Hasbro Game Night, a new campaign that celebrates the fun and spontaneity of adding a game to any occasion. The first ad shows Harris "crashing" a gathering to liven up the action with the SCRABBLE CATCH PHRASE game, turning the friendly get-together into a Game Night. The all new Game Night campaign will include two additional ads in 2012, featuring YAHTZEE and JENGA brands, which will not include Harris.

Neil Patrick Harris Teams up with Hasbro to Promote All New SCRABBLE CATCH PHRASE Game and Hasbro Game Night (Photo: Business Wire)

"We are thrilled to be working with Neil Patrick Harris for the launch of SCRABBLE CATCH PHRASE," said Eric Nyman, Senior Vice President and Global Brand Leader, Hasbro Gaming. "His genuine love of games makes him the perfect fit to help us celebrate the way our games bring people together on Game Night."

In the SCRABBLE CATCH PHRASE game, players describe words or phrases from one of five categories: Fun & Games, Entertainment, Everyday Life, The World and Variety. It's a frenzied game of grabbing, guessing and passing that invites players to frantically try to get their teammates to guess each phrase that appears on the electronic game unit — just don't be caught holding the game unit when the buzzer sounds. The SCRABBLE CATCH PHRASE game is available now, including 1,500 new words & phrases, at mass merchandise retailers nationwide for the suggested retail price of \$19.99. The game is recommended for four or more players, ages 12 and up. Three AAA batteries are required for the electronic game unit.

SCRABBLE and Hasbro Game Night fans will be able to find additional content such as Neil Patrick Harris' rules of Game Night and behind-the-scenes action from the television ad shoot at [www.Facebook.com/OfficialScrabble](http://www.Facebook.com/OfficialScrabble) or [www.Facebook.com/HasbroGameNight](http://www.Facebook.com/HasbroGameNight).

### About Hasbro

Hasbro, Inc. (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative, well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Company's Hasbro Studios develops and produces television programming for markets around the world. Programming in the U.S. is distributed on The Hub TV Network, a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB,

DISCK). Through the Company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at [www.hasbro.com](http://www.hasbro.com). SCRABBLE is a trademark of Hasbro in the US and Canada. © 2012 Hasbro, Inc. All Rights Reserved.

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