



Now it's a Party: Hasbro and Harmonix Reveal Party Mode and Additional Songs for the DROPMIX Game

In Stores this Fall, the Music Mixing Game will Feature Songs from Anderson .Paak, The Black Eyed Peas, Evanescence, Far East Movement, Fifth Harmony, Imagine Dragons, MGMT, Miike Snow, Technotronic, TLC and many more

PAWTUCKET, R.I. (June 8, 2017) – Hasbro, Inc. (NASDAQ: HAS) today revealed ten new songs and Party Mode, a new way to play the upcoming music mixing game DROPMIX™ from Hasbro and video game developer Harmonix Music Systems, Inc. First announced in March, [the DROPMIX game](#) features multiple game modes, including Clash Mode and Party Mode that allows players to create unique mixes of songs by playing cards on a game board connected to a mobile app. The DROPMIX game will be available in Fall 2017.

Unlike Clash Mode, which pits two teams against each other as they battle to master the mix, players in Party Mode work together to quickly fulfill crowd requests coming from the DROPMIX app. Playing together, friends will create an ever-changing stream of surprising music mixes – livening up any get together with a fun and unexpected soundtrack.

“The DROPMIX game featuring Clash Mode and Party Mode offers fans either a competitive or collaborative music mixing experience with friends,” said Samantha Lomow, senior vice president of Hasbro Brands. “The multiple modes and all-star line-up of artists across different genres provides a one-of-a-kind experience with unique and unexpected mixes each time you play.”

Joining more than 30 previously announced songs, Hasbro shared more tracks from globally-recognized artists from multiple music genres including Pop, R&B, Dance, Indie, Country, Rock and Hip-Hop. The newly announced songs include: “AM I WRONG” by ANDERSON .PAAK (FT. SCHOOLBOY Q), “BOOM BOOM POW” by THE BLACK EYED PEAS, “BRING ME TO LIFE” by EVANESCENCE (FT. PAUL MCCOY), “LIKE A G6” by FAR EAST MOVEMENT (FT. THE CATARACS & DEV), “WORK FROM HOME” by FIFTH HARMONY, “RADIOACTIVE” by IMAGINE DRAGONS, “KIDS” by MGMT, “GENGHIS KHAN” by MIIKE SNOW, “PUMP UP THE JAM” by TECHNOTRONIC, AND “NO SCRUBS” by TLC.

To play DROPMIX, users need the DROPMIX Music Gaming System which includes an electronic DROPMIX Board, 60 DROPMIX Cards, and the DROPMIX app, which will be free to download on the App Store for iPhone and iPad and on Google Play for Android devices. When a DROPMIX card is placed on a Mix Slot, the electronic DROPMIX Board immediately starts playing the corresponding part of the song (bass, beat, loop or vocals) noted on the card. The board reads up to five DROPMIX Cards at a time and the groundbreaking software in the app seamlessly combines the music within each card to create a unique mix.

The [DROPMIX Music Gaming System](#) will be available at major retailers and online in Fall 2017 for the suggested retail price of \$99.99. In addition to the 60 DROPMIX Cards in the Music Gaming System, Hasbro will release Playlist Packs with 16 themed DROPMIX Cards for the suggested retail price of

\$14.99 and Discover Packs with five DROPMIX Cards from different genres for the suggested retail price of \$4.99. The additional cards will be released on an ongoing basis throughout 2017 and will allow players to collect and curate their own custom decks to create new and unexpected soundtracks each time they play.

About DROPMIX

DROPMIX is a dynamic and fast-paced music-mixing game that uses powerful technology to give players a new way to create surprising music mixes while competing and connecting with friends. DROPMIX was developed as a collaboration between Hasbro and award-winning video game developer Harmonix. The game will be available at major retailers and online in Fall 2017. Playlist Packs and Discover Packs will also be available in Fall 2017. Find out more at: www.dropmix.com. Fans can stay up to date on the latest DROPMIX news by following @dropmixgame on [Twitter](#), [Facebook](#), [Instagram](#) and Snapchat and at www.dropmix.com.

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, LITTEST 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, and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

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About Harmonix

Harmonix Music Systems, Inc., based in Boston, MA, and established in 1995, is the leading developer of groundbreaking music-oriented video games including Rock Band and Dance Central. Harmonix was founded to invent new ways for non-musicians to experience the unique joy that comes from making music and has pioneered music and rhythm gaming in the US. For more information, please visit www.harmonixmusic.com.

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