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Hasbro, Indiegogo, and "Shark Tank" Star Daymond John Announce Crowdfunding Gaming Challenge Winner

Grand Prize Winner Cloud Control to Receive \$25,000 and the Opportunity to Develop Game with Hasbro

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro Inc.](http://www.hasbro.com) (NASDAQ: HAS) and Daymond John, creator of FUBU and co-star of ABC's Emmy Award winning series "Shark Tank," have officially selected Cloud Control as the grand prize winner in the Fall 2016 Gaming Challenge.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170328005118/en/>



The Fall 2016 Gaming Challenge offered independent game designers a prominent platform to promote their ideas, while enabling Hasbro to discover and develop new face-to-face games. The winning game, Cloud Control, created by Eugene Bryant of Suwanee, Georgia, is an endearing, family-friendly game that allows kids to turn, twist, overlap and animate cards to form clouds into recognizable shapes before time runs out.

"I had a great time as a guest judge for Hasbro's Gaming Challenge. I'm a big fan of family games and these submissions all showed tremendous creativity and talent," said Daymond John. "I was impressed by the five finalists, but in the end Eugene's Cloud Control resonated with me the most."

Hasbro and Daymond John, creator of FUBU and co-star of ABC's Emmy Award winning series "Shark Tank," select Cloud Control as the grand prize winner in latest Gaming Challenge. (Photo: Business Wire)

finalists ran crowdfunding campaigns that were promoted on [Hasbro's partner page](#) on Indiegogo.com. The final Indiegogo campaigns closed on February 12, with 'Cloud Control' raising more than \$6,700 from more than 180 backers.

Cloud Control was one of five finalists in Hasbro's Fall 2016 Gaming Challenge which raised more than \$22,000 across all five campaigns. Each of the selected

"Successful game ideas can come from anywhere, and the Gaming Challenges helps us uncover the best of the best for Hasbro Gaming fans," said Brian Chapman, head of design and development at Hasbro. "We were thrilled to bring the winning Mr. Toast Game to life in the 2015 Game Challenge, and are excited to work with Eugene to share the imaginative Cloud Control game with our younger fans."

Bryant will receive the \$25,000 prize and a trip to Hasbro headquarters for advice, mentoring and assistance from Hasbro's game development team to help make his game a reality. He will also have the opportunity to meet with Daymond John.

"My family and I couldn't be happier to have won Hasbro's Fall 2016 Challenge," said Eugene Bryant. "I'm beyond grateful to my family and friends, who inspired me to create 'Cloud Control,' and to both Hasbro and Indiegogo for helping to turn our dream into a reality. I can't wait to get started on the final product!"

Hasbro's first Gaming Challenge launched in 2015 and received more than 500 submissions from around the country. The 2015 grand prize winner, [The Mr. Toast Game](#) created by Dan Goodsell of Los Angeles, C.A., is now available at Target in the U.S. and finalist 'Hex Casters' game is [now available on Amazon](#).

With a team of passionate innovators and designers, the Hasbro Gaming Lab has a mission to discover and develop great new games, connect with the growing gaming community, and bring fresh experiences to gamers everywhere. To learn more about the Hasbro Gaming Lab visit: www.hasbrogaminglab.com.

ABOUT HASBRO:

[Hasbro](#) (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and consumer product licensing, Hasbro fulfills the fundamental need for play and connection with children and families around the world. The Company's Hasbro Studios and its film label, ALLSPARK PICTURES, create entertainment brand-driven storytelling across mediums, including television, film, digital and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

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ABOUT INDIEGOGO:

Indiegogo is the place for entrepreneurial projects to move quickly from concept to market, amplified by a community of backers who believe the world benefits when every idea gets an equal shot at success. Indiegogo empowers people around the world to fund what matters to them. As the world's first crowdfunding platform, campaigns have launched from almost every country around the world with millions of dollars being distributed every week due to contributions made by the Indiegogo community. At its core, Indiegogo is the equal opportunity platform dedicated to democratizing the way people raise funds for any project -creative, entrepreneurial or cause-related. The company was launched in 2008 and is headquartered in San Francisco, with offices in Los Angeles and New York. For more information, visit Indiegogo.com and follow us at Twitter.com/indiegogo and Facebook.com/indiegogo.

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Hasbro

Jen DeAngelis, 401-727-6833
Hasbro Global Communications
Jen.DeAngelis@hasbro.com

or

Indiegogo

Goldin Solutions
John Eddy, 212-319-3451 x648
John@goldin.com

Source: Hasbro Inc.

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