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

TravelAdvisor survey reveals that 88 percent of people consider taking a vacation an essential part of life

PHILADELPHIA, PA. (BUSINESS WIRE) – Today, [www.hasbro.com](http://www.hasbro.com) (NASDAQ: HAS) announced its teaming up with TravelAdvisor® the travel site that helps you find the latest reviews and lowest prices, to add vacations into the score. THE GAME OF LIFE game, for the first time in its 60-year history, players will be encouraged to "take a break" and travel that stems collaboration with vacation cards inspired by some of TripAdvisor's top-ranked family destinations and activities. THE GAME OF LIFE game's new vacation card features include a 40-mile, 4-hour day in Park City, taking 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 changing plane or a flight cancelled last minute to add another dimension to gameplay.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/2017082300503334>



70% of travelers say sightseeing is their favorite family travel activity

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 revealed how important not just travel – but family travel – is to consumers. Survey highlights include:

- 88 percent of respondents say taking a vacation is an essential part of life.
- 88 percent of respondents say vacations enriched 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.
- 87 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.

TravelAdvisor 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 White House.

"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 Palk, 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 [www.hasbro.com](http://www.hasbro.com) the August for the approximate retail price of \$19.99.

Inspired by the word LIFE contained in The Milton Bradley Company's 1960 game "The Checkered Game of Life," inventor Milton Brand developed THE GAME OF LIFE game in 1960 which quickly has become one of the most popular and iconic games around the world. Fans can stay updated on the latest Hasbro Gaming news at [www.hasbro.com/hasbro-gaming](http://www.hasbro.com/hasbro-gaming) on Twitter and [www.hasbro.com/hasbro-gaming](http://www.hasbro.com/hasbro-gaming) 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**  
HAS (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®, LITTLE TIGER GROUP and MINGI, THE CATFISHING, as well as premier game brands. The Company's Hasbro Studios and its film label, Allspark Studios, are leading its content 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 families. Learn more at [www.hasbro.com](http://www.hasbro.com), and follow us on Twitter (@Hasbro) & Instagram (@Hasbro).

**About TripAdvisor**  
TripAdvisor, "the world's largest travel site," enables travelers to unleash the full potential of every trip. With more than 335 million reviews and opinions covering the world's largest selection of travel listings worldwide – over 7 million accommodations, activities, 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-owned 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.

©2017 TripAdvisor, Inc. (NASDAQ:TRIP), through its subsidiaries, manages and operates websites under 20 other brand/trade names.

\*Source: comScore Media Matrix for TripAdvisor Sites, worldwide, May 2017

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