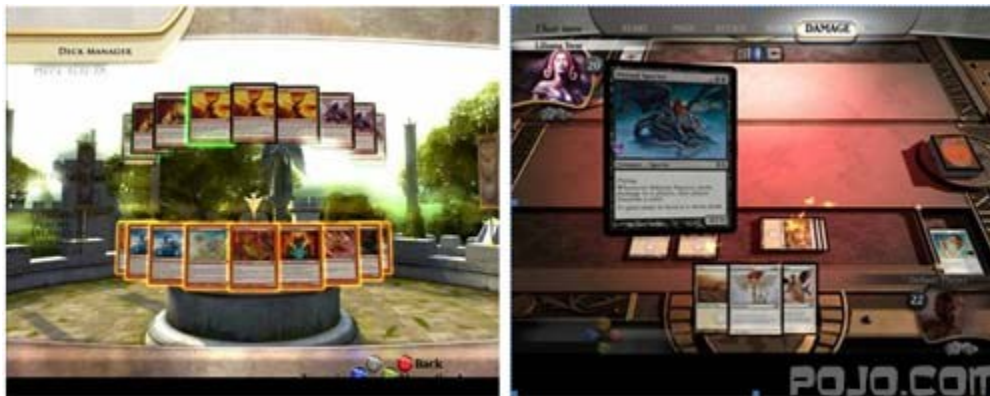


## WIZARDS OF THE COAST TO DEBUT MAGIC: THE GATHERING® - DUELS OF THE PLANESWALKERS AT PENNY ARCADE EXPO

### Magic: The Gathering Brand Extends Fantasy Gaming Options to Xbox 360

**SEATTLE, WA.—August 27, 2008 —** Wizards of the Coast, Inc. a subsidiary of Hasbro, Inc. (NYSE: HAS) and a leader in entertaining the lifestyle gamer today announced the unveiling of **Magic: The Gathering - Duels of the Planeswalkers**, a video game extension of the successful Magic: The Gathering franchise for Xbox LIVE® Arcade. Scheduled for official release in Spring 2009, this year's Penny Arcade Expo (PAX) attendees can demo the game at Wizards of the Coast's booth (No. 1123) during the show taking place at the Washington State Convention and Trade Center in Seattle August 29-31.



"We're excited to bring the Magic brand to new platforms and give gamers new ways to experience this great property," said Jared Gustafson, Brand Director for Magic: The Gathering at Wizards of the Coast. "The game successfully brings Magic's inherent strategic game play to the Xbox LIVE community."

Developed by Stainless Games, Ltd., **Duels of the Planeswalkers** lets players simulate the Magic: The Gathering Trading Card Game through an interactive digital experience. Players take on the role of a Planeswalker, a powerful wizard who battles others for glory, knowledge and conquest. Each Planeswalker has an arsenal of spells and creatures showcased by virtual cards. Players can either choose to battle against the computer or compete online against real life opponents using Microsoft's Xbox LIVE service offerings. With endless game play scenarios, including multiplayer game mode, **Duels of the Planeswalkers** offers an unrivaled depth in which each game is different from the last.

Magic: The Gathering, introduced in 1993, is the premier and original trading card game that inspired an entirely new game genre. Combining the dynamics of a strategic card game with the excitement of fantasy art, trading and collecting, Magic offers fun for casual play, as well as the option of highly competitive tournaments.

For additional information on Duels of the Planeswalkers, please visit: [www.magicthegathering.com](http://www.magicthegathering.com).