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PRESS RELEASE – FOR IMMEDIATE RELEASE

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**THE WINNING FORMULA -
HASBRO INTERACTIVE SIGNS MAJOR DEALS WITH INDUSTRY GURU, GEOFF
CRAMMOND AND WITH FORMULA 1.**

Leading interactive games publisher Hasbro Interactive is set to lead the world of motor sport gaming with the signing of two huge deals. With the unrivalled reputation of their MicroProse brand Hasbro is on the road to success by reuniting the F1 license and the world's premier racing sim developer, Geoff Crammond. Hasbro Interactive's President Tom Dusenberry says "We're very excited about this strategic partnership which presents a tremendous global opportunity."

Hasbro Interactive has today formally announced a new five year, multi-title, multi-format deal with Formula 1 to take motor sport gaming roaring into the next millennium. Formula 1 is the worlds' largest spectator sport and the biggest license in racing history. Having previously signed deals for the NASCAR and GRAND PRIX 500 licenses, this new F1 signing places Hasbro Interactive at the forefront of the world motor-racing gaming market.

Hasbro Interactive is also extremely proud to have signed a new agreement with the legendary Geoff Crammond, renowned for his unparalleled game development skills and acknowledged master of Formula 1 simulations. Crammond has committed himself to a long-term development licensing deal with MicroProse, Hasbro Interactive's simulation game brand. Previously responsible for the hugely successful titles: Grand Prix 1 and Grand Prix 2, he will be working in conjunction with Hasbro's development studios in Chipping Sodbury to ensure that future products are released as multi-format titles. Geoff Crammond commented "Hasbro's absolute commitment to quality was the key factor which persuaded me to choose them as my publishing partner for F1 products. I'm very much looking forward to continuing my successful relationship with the MicroProse team."

MicroProse is now set to build on its fantastic heritage and reputation for the highest quality racing and management sims. Grand Prix 1 & 2 are widely recognised as the greatest driving games of all time, with sales of the latter now topping 1.5 million units. The first titles to come out of this partnership will be Grand Prix 3, set to once again push the boundaries of racing simulation forward and set new standards of excellence and Grand Prix World, building on the success of the Grand Prix Manager 1 & 2 series.

Hasbro Interactive Managing Director Tim Christian said, "We are delighted to bring these two huge names together again to make this one of the greatest world-wide gaming partnerships. With Hasbro Interactive's sales, marketing and distribution muscle we are confident that our relationship with the FOA and Geoff Crammond will produce the worlds very best racing games against which all other racing games will be judged.'

Hasbro Interactive, Inc. is a leading all-family interactive games publisher, formed in 1995 to bring to life on the computer the deep library of toy and board games of parent company, Hasbro, Inc. (AMEX:HAS). Hasbro Interactive has expanded its charter to include original and licensed games for the PC, the Sony PlayStation™ and for multi-player gaming over the Internet. Headquartered in Beverly, Massachusetts, Hasbro Interactive has offices in the U.K., France, Germany, Australia, Holland, Belgium, Denmark, Greece, Israel, Japan and Canada.