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**HASBRO INTERACTIVE'S *NASCAR® HEAT* PUTS COMPANY'S
MOTORSPORTS PLANS IN HIGH GEAR**

HASBRO SPORTS Brand Announces Partnerships With Top Developers

BEVERLY, MASS. (February 3, 2000) – Hasbro Interactive's Hasbro Sports brand is moving forward in its bid to become a top publisher of motorsports titles for personal computers and video game consoles with the announcement of its first racing title, *NASCAR® HEAT*, and three developer relationships designed to bring the finest in racing action to game fans. The relationships with Monster Games, Blue Fang Games and Digital Illusions give Hasbro Sports some of the finest talent in motorsports game development.

“With the talented people of Monster Games, Blue Fang and Digital Illusions we've assembled the finest NASCAR development team in the world,” said Tom Dusenberry, president of Hasbro Interactive. “Their experience and proven track record for technological innovation combined with their passion for motorsports will ensure that Hasbro Interactive has the finest NASCAR product on the market.”

Monster Games of Northfield, Minnesota and Blue Fang Games of Lexington, Massachusetts will jointly develop the IBM PC version of Hasbro Sports' *NASCAR HEAT*, while Digital Illusions will develop the SONY PLAYSTATION™ version.

Rich Garcia, founder of Monster Games, brings over a decade of motorsports game development to *NASCAR Heat*. Blue Fang Games' founders Adam Levesque and John Wheeler have been the producer and technical lead respectively on several high-profile and successful NASCAR and Formula 1 racing games. Digital Illusions developed the racing titles *MOTORHEAD*, *STCC* and the soon-to-be-released *RALLY MASTERS*.

NASCAR HEAT will feature exciting door-to-door NASCAR racing action with licensed NASCAR drivers and tracks. Players will feel as though they are brushing bumpers with their favorite drivers and through driver-hosted vignettes will get the opportunity to face some of the most thrilling moments the drivers experienced in their NASCAR careers.

“These developer partnerships and our own exceptionally experienced internal team will enable Hasbro Interactive to bring something really new to the motorsports game market,” said Dusenberry. “*NASCAR HEAT* will be a game that combines the realism that racing fans have come to expect while incorporating the uniquely approachable and fun gameplay that Hasbro Interactive is famous for.”

NASCAR HEAT is scheduled for release in October 2000.

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 PlayStation® and Nintendo® 64 game consoles and for multi-player gaming over the Internet. Headquartered in Beverly, Massachusetts, Hasbro Interactive has offices in the U.K., France, Germany, Japan and Canada. For additional information, visit Hasbro Interactive's web site at: www.hasbro-interactive.com.

Monster Games, Inc. (MGI) is a games development company in Northfield, Minnesota and has been a leading developer of motorsports simulation software since 1996. MGI's critically acclaimed debut, Viper Racing, won the coveted Editor's Choice award from PC Gamer magazine.

Blue Fang Games is a computer game development company located in Lexington, Massachusetts just outside of Boston. Formed in 1998 by its two founders: Adam Levesque and John Wheeler, and comprised primarily of Papyrus Design Group veterans, Blue Fang is focused on building computer games of the highest quality in partnership with the top game publishers in the world.

Digital Illusions is a games development company that develops computer games for the PC, Sony PlayStation and Nintendo 64 platforms. The company works on the global market. The main markets are Europe, USA and Japan. The company was founded in 1992 and is today 30 percent owned by Bonnier Group. Digital Illusions was listed March 16, 1998 on New Market, in the Stockholm Stock Exchange SAX-system.

Incorporated in 1948, **NASCAR** is the most competitive form of motorsports in the world. Close, side-by-side competition is the foundation for NASCAR-style racing as it strives to continue to make stock car racing in the U.S. highly competitive, affordable and entertaining at approximately 2,200 sanctioned events in 13 racing divisions at 135 tracks throughout 40 states in the U.S. each year.

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