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**HASBRO INTERACTIVE ANNOUNCES ALLIANCE WITH SABAN ENTERTAINMENT TO DEVELOP
NASCAR® RACERS INTERACTIVE GAMES**

*New NASCAR® RACERS animated Fox TV series inspires
interactive PC and video racing games*

BEVERLY, Massachusetts (January 27, 2000) — Hasbro Interactive announced today that it is teaming with Saban Entertainment to bring the new animated Fox television series NASCAR RACERS to interactive games for the Sony PlayStation® and the PC. NASCAR RACERS, debuting in February, creates a world of futuristic NASCAR racing, where kids can become supersonic speed stars by participating in the adventures of their favorite characters from the show.

“Saban Entertainment has envisioned the future of NASCAR racing and is introducing children to it with this new TV series,” said Tom Dusenberry, president of Hasbro Interactive. “This property lends itself well to interactive games, because of its fast-paced NASCAR action.”

“Hasbro Interactive has proven itself a leader in the action-adventure interactive landscape — and has proven itself a terrific ally for Fox Kids/Saban and the NASCAR RACERS brand,” said Elie Dekel, President, Saban Consumer Products. “This is a great way to extend the NASCAR RACERS experience.”

NASCAR RACERS for the Sony PlayStation and PC is based on the animated television series by the same name, which will begin airing weekly on February 5, 2000, on the Fox Kids Network. Featuring high-speed action and cutting edge animation, NASCAR RACERS introduces four young heroes for a new generation: Mark “Charger” McCutchen, Megan “Spitfire” Fassler, Steve “Flyer” Sharp and Carlos “Stunts” Rey. Utilizing the most realistic and stimulating computer animation available, the futuristic series presents state-of-the-art racing cars that can perform stunts and adapt to the unique style of each individual driver.

The NASCAR RACERS interactive games will allow players to participate in the television show’s NASCAR Unlimited Racing Division and features three modes of play (Adventure Mode, Single Player Mode and Two Player Challenge Mode), eight of the show’s futuristic tracks, and eight different cars (four from each of the two teams featured in the TV series).

Hasbro Interactive plans to release both NASCAR RACERS games this fall and will showcase them during American International Fair in New York City on February 13-17, 2000.

Hasbro Interactive, Inc. is a global interactive entertainment industry leader, innovating new ways to play and developing, publishing and distributing the highest quality interactive games and lifestyle products for a full range of genres and platforms. A subsidiary of Hasbro, Inc. (NYSE: HAS), Hasbro Interactive has offices in the U.S., U.K., Canada, Germany and Australia, and internal development studios in the U.S. and U.K. For further information, visit Hasbro Interactive’s Web site at <http://www.hasbro-interactive.com>.

Saban Consumer Products is at the forefront of the kids entertainment business and whose success record has led the department to forge powerful alliances with key companies like Burger King, Hasbro, McDonald’s, Microsoft, NASCAR, Toys R Us, and 20th Century Fox Home Entertainment. The department delivers innovative properties to market in all forms of consumer products and promotions and — from classic brands to breakthrough successes — Saban Consumer Products’ innovation and marketing drive have resulted in creating some of the most successful brands in the industry.

NASCAR is the fastest-growing spectator sport in the world; in 1999 more than 11million people attended NASCAR events and an additional 252 million watched NASCAR races on television. NASCAR sanctions more than 2,200 events at 135 tracks over 13 different series in 40 states across America every year.

NASCAR RACERS is a registered trademark of the NASCAR.

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