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**HASBRO INTERACTIVE SIGNS AGREEMENT WITH PEARSON TELEVISION TO DEVELOP INTERACTIVE GAMES BASED ON POPULAR TV GAME SHOWS**

*Family Feud with Host Louie Anderson coming to the PC and PlayStation game console this fall*

BEVERLY, Massachusetts (March 14, 2000) – Expanding its portfolio of popular TV game shows, Hasbro Interactive today announced an agreement with Pearson Television that enables Hasbro Interactive to create interactive games based on several Pearson TV game show properties. The first title, due later this year for the PC and PlayStation® game console, is Family Feud®, capturing all of the fun of TV’s longest-running game show and featuring current Family Feud host Louie Anderson.

“Television game shows are experiencing a tremendous resurgence and Pearson brings us some of the best TV game show properties in the business,” said Tom Dusenberry, president of Hasbro Interactive. “With the addition of Family Feud to our 2000 line, Hasbro Interactive has an unmatched offering of game show titles just as this genre takes off with the mass-market.”

“Hasbro Interactive’s success in creating and marketing games for the mass-market makes them an excellent partner as we look to extend our content to new platforms,” commented Pearson spokesperson Syd Vinnedge.

Family Feud for the PC and PlayStation is based on America's favorite game show, starring comedian/host Louie Anderson. Sure to appeal to fans of both the old and new Family Feud TV show, Hasbro Interactive's Family Feud games for the PC and PlayStation will bring round after round of fast-paced competition right into the living room. Players become contestants on their favorite game show and try to outwit other contestants with fast-fire answers to Family Feud survey questions. In addition players can create and customize their own family contestants using Avitar technology, or import photos of their family to further personalize the Family Feud fun. Contestants get to interact with Louie Anderson in multiple studio settings, and choose to play in solo or party mode.

### **About Family Feud**

Emmy award-winning comedian Louie Anderson hosts Pearson Television's Family Feud, which launched in September of 1999. The program features two families who compete against each other in their attempt to correctly guess the results of a featured survey for cash and prizes. Family Feud originated in 1976 and was hosted by Richard Dawson on the ABC Network until 1985. In 1988, the show ran again on the CBS Network with Ray Combs as its host through 1993. Today, the new Family Feud game show is being broadcast in nearly 150 markets across North America, representing over 85 percent of U.S. television households.

### **About Pearson Television**

Pearson Television is a division of Pearson plc, the international media group, which also owns the Financial Times, Penguin Putnam Books, Addison Wesley Longman and the U.S. educational publisher, Simon and Schuster. Pearson plc is quoted on the London Stock Exchange and is one of the FTSE top one hundred companies. Pearson Television is now the world's largest international producer of entertainment and serial drama based on its significant library of game shows and serial drama formats. Its U.S. shows include one of the world's most recognizable television properties "Baywatch" and the highly rated "The Price is Right."

In addition to its extensive production output, Pearson Television sells its comprehensive catalog to over 100 territories through its subsidiary Pearson Television International. Pearson also holds a number of significant stakes in broadcast channels, including the UK's Channel 5.

### **About Hasbro Interactive**

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>.

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