

# Scientific Games and Hasbro Extend their MONOPOLY and Fan-Favorite Brands' Licensing Agreement Through 2025



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**Scientific Games Corporation** →

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LAS VEGAS and ATLANTA, Dec. 20, 2018 /PRNewswire/ -- Scientific Games Corporation (NASDAQ: SGMS) ("Scientific Games" or the "Company") has extended through 2025 its long-term license agreement with Hasbro, Inc. (NASDAQ: HAS) and Hasbro International, Inc. for the exclusive use of MONOPOLY and more than 15 other iconic game brands.

"Since 1998, Scientific Games has worked collaboratively with Hasbro in using the MONOPOLY brand as a pillar for innovation, leveraging its popularity to become one of the industry's top game brands," said Scientific Games' President and CEO, Barry Cottle. "This new agreement signifies the strength of a great collaboration and celebrates the global endearment of the MONOPOLY brand as a leading slot brand and the top selling licensed brand for lottery tickets. The agreement grants us the privilege of extending and expanding the scope of the licensing into a wide range of new products and play styles. We're excited to continue working with Hasbro to take MONOPOLY to the next level in gaming."

The new extended agreement runs through 2025 and enables Scientific Games to use MONOPOLY branded content, and games based on many of Hasbro's iconic and extensive line of household favorites such as GAME OF LIFE, BATTLESHIP, CLUE, OUIJA, and YAHTZEE globally and SCRABBLE in the U.S. and Canada. The terms allow these gaming brands to be used for slots, systems, online digital gaming, lottery, social casino, eTables and expand the usage rights to include table games. The agreement also extends the highly successful licensing deal which is the broadest, most robust third-party licensing agreement in the gaming industry.

Mark Blecher, SVP of Corporate Strategy and Business Affairs at Hasbro said, "For more than 90 years, Hasbro has been committed to building play experiences that consumers trust. Our long-standing licensing partnership with Scientific Games has been a great way for Hasbro to enable our consumers to enjoy MONOPOLY experiences through lotteries, casinos, online, at retail and, now at table games across the globe. We're proud that our iconic brands have served as a catalyst for gaming innovation and look forward to our enhanced partnership with Scientific Games."

MONOPOLY is beloved by players and continues to be one of the most popular brands in gaming, lottery and social gaming. There are MONOPOLY games in hundreds of casinos worldwide and players also enjoy the game on the go with SG Social app, MONOPOLY Slots. MONOPOLY Slots has more than 2.2 million players who have played more than 750 million minutes, or 6 billion spins. As Scientific Games continues to bring the most innovative and exciting games to players around the world, MONOPOLY and Hasbro's iconic games will continue to entertain players. This is extremely evident on the new MONOPOLY Evolution which is the first game to bring familiar slot content that players love to an electronic table game.

In addition to MONOPOLY Evolution, Scientific Games will be creating even more dynamic games for all gaming channels with many more iconic Hasbro games.

MONOPOLY, GAME OF LIFE, BATTLESHIP, CLUE, OUIJA, SCRABBLE and YAHTZEE are trademarks of Hasbro. Used with permission. ©2018 Hasbro. All rights reserved.

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## **About Hasbro, Inc.**

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE and MAGIC: THE GATHERING, as well as premier partner brands. Through its entertainment labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 5 on the 2018 100 Best Corporate Citizens list by *CR Magazine* and has been named one of the World's Most Ethical Companies<sup>®</sup> by *Ethisphere Institute* for the past seven years. Learn more at [www.hasbro.com](http://www.hasbro.com), and follow us on Twitter (@Hasbro) and Instagram (@Hasbro).

## **About Scientific Games**

Scientific Games Corporation (NASDAQ: SGMS) is a world leader in entertainment offering dynamic games, systems and services for casino, lottery, social gaming, online gaming and sports betting. Scientific Games offers the gaming industry's broadest and most integrated portfolio of game content, advanced systems, cutting-edge platforms and professional services. Committed to responsible gaming, Scientific Games delivers what customers and players value most: trusted security, engaging entertainment content, operating efficiencies and innovative technology. For more information, please visit [scientificgames.com](http://scientificgames.com).

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## **Forward-Looking Statements**

Forward-Looking Statements in this press release, Scientific Games makes "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements can be identified by words such as "will," "may," and "should." These statements are based upon management's current expectations, assumptions and estimates and are not guarantees of timing, future results or performance. Therefore, you should not rely on any of these forward looking statements as predictions of future events. Actual results may differ materially from those contemplated in these statements due to a variety of risks and uncertainties and other factors, including those factors described in our filings with the SEC, including the Company's current reports on Form 8-K, quarterly reports on Form 10-Q and its latest annual report on Form 10-K filed with the SEC on March 1, 2018 (including under the headings "Forward Looking Statements" and "Risk Factors"). Forward-looking statements speak only as of the date they are made and, except for Scientific Games' ongoing obligations under the U.S. federal securities laws, Scientific Games undertakes no obligation to publicly update any forward-looking statements whether as a result of new information, future events or otherwise.

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