

SCIENTIFIC GAMES, HASBRO EXTEND LICENSING AGREEMENT

Scientific Games Corporation has extended its long-term license agreement with Hasbro, Inc. and Hasbro International, Inc. through 2025 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 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, e-tables, and expand the usage rights to include table games.