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FOR IMMEDIATE RELEASE

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LOOK WHO IS GETTING SKIVVIES!

*Hasbro Launches Updated OPERATION Game Featuring Boxer-Clad Cavity Sam
at National Underwear Day Event Hosted by Freshpair.com*

East Longmeadow, MA (August 4, 2008) – For more than 40 years, children have been performing “surgery” on Cavity Sam, the patient in Hasbro’s OPERATION game. This Fall, the classic game and its patient are getting new looks and for the first time ever Cavity Sam will sport a pair of boxers (a garment previously left out of his wardrobe). Cavity Sam will celebrate this momentous occasion by modeling the boxers during a one-time-only runway appearance at Freshpair.com’s Sixth Annual National Underwear Day event, the biggest underwear runway show to date.

“After more than four decades, we felt that it was time to give Cavity Sam, and the OPERATION game, a modern look for today’s players,” said Matt Collins, Vice President of Marketing for Hasbro Games. “This makeover has outfitted Cavity Sam with boxer shorts, a white sock and new ailments that have silly sounds associated with each part and contain game cues.”

On Tuesday, August 5, 2008, Freshpair.com will host a full force tribute to what everyone wears underneath. During the day, Freshpair.com ambassadors will be giving away thousands of fresh pairs of underwear to residents and tourists of New York City. “Later that evening, we will host 500 VIP guests, celebrities and influencers to view the hottest styles of the season from top national and international brands,” said Michael Kleinmann, President, Freshpair.com. From bras to briefs, boyleg panties to boxers, these new fashions are sure to heat up the summer night.

One of the night’s most anticipated runway appearances will come from the unlikelyst of models. “Special guest” Cavity Sam will have command of the stage as he shows off his new skivvies. He might have to get a quick check-up with Dr. Funnybone before the event to make sure his crazy Funatomy parts, or ailments, don’t act up. He wouldn’t want his “Bad Plumbing,” or even worse “Toxic Gas,” to be a problem while he’s on the runway!

In the new OPERATION game, Cavity Sam has thirteen unusual and embarrassing “Funatomy” parts. Each part, from “Burp Bubbles” to “Phone Finger,” has a sound associated with it that directs game play. When players hear the sound of burping or cell phone dialing, they’ll know to take out these ailments, STAT! The silly sounds combined with the stretchy, shiny, slippery and squishy parts provide a multi-sensory experience that encourages and rewards players throughout the game.

Starting mid-August, OPERATION goes digital with the launch of *OPERATION™ Mania* from EA's casual website Pogo.com™. In this PC game, players become expert surgeons as they admit, diagnose and treat patients with the zaniest ailments in healthcare history. Play as Dr. Humerus, who is an up and coming surgeon, as he builds his reputation and is called in to save the day at five different hospitals in fun and wacky locations. Race against the clock to send a variety of patients, including well-known and beloved Cavity Sam, through a series of treatment stations. Be quick and effective with treatment before the patient's nose starts flashing and time is up! *OPERATION Mania* will be available for download online at Pogo.com in North America and the U.K. in August, and also at retail in North America in September for \$19.95. For more information on *OPERATION Mania*, please visit www.operationmania.com.

OPERATION will be available at mass merchandise retailers in Fall for an approximate retail price of \$14.99 and requires four AAA batteries to play. The game can be enjoyed by one or more players, ages 6 and up. This OPERATION edition replaces the original version currently on store shelves.

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About Freshpair.com:

Freshpair.com is the leading online retailer of men's and women's intimate apparel. With over 100 brands available on the site, Freshpair.com is the premiere online destination for everything underwear. Freshpair.com is also the founder of National Underwear Day. Freshpair.com's exceptional customer service and huge selection help make every shopping experience comfortable and convenient. At Freshpair.com, you can buy underwear in your underwear. Freshpair.com also offers Free Shipping on US orders. Visit Freshpair.com at www.freshpair.com.

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