



MEDIA ADVISORY – Friday, January 15, 2010

**MONOPOLY FEVER GOES CANADA WIDE
AS CITIES BATTLE TO EARN THEIR PLACE ON THE NEW MONOPOLY
CANADA GAME BOARD!**

Saskatoon, SK - Hasbro is launching a nation wide vote to find our nation's 22 favourite cities that will be included on the new MONOPOLY Canada game board!

Tourism Saskatoon is encouraging our community to vote and to show our city's spirit to the world. Help us spread the word and then encourage your friends and families to do the same.

Here's How:

Visit – www.tourismsaskatoon.com and click on the monopoly icon on the right-hand side of the site. Vote for Saskatoon to become one of Canada's favourite cities. It is as simple as that!

The contest will conclude with 65 great Canadian cities that have been pre-selected for the top 20 city vote and Canadians are invited to cast their ballots for 3 of these cities each day of the vote, which will be open until February 7, 2010. The city that receives the most votes will be placed on the highest rent property traditionally held by Boardwalk.

The 20 cities that receive the most votes will be part of MONOPOLY history as the first cities selected to be on the Canadian game board through a consumer vote. However, two spaces on the board will be reserved for cities that are nominated through a wild card vote, which means any city in Canada can be nominated for these property spaces. Once the top 20 city vote is complete, the top 10 nominated wild card cities will also be put to a vote and the wild card winners will occupy the low-rent property spaces traditionally held by Mediterranean Avenue and Baltic Avenue. The wild card vote will take place from February 8, 2010 until February 21, 2010.

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**For more information, please
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BACKGROUNDER:

“MONOPOLY is the world’s most popular branded board game and it transcends cultural barriers,” said Michelle Sinclair, Brand Manager for MONOPOLY. “More than 750 million people have played the game since it was first introduced 75 years ago and its popularity shows no signs of slowing down.”

“The final result of the MONOPOLY CANADA Edition will be surprising and only time will tell how the vote will turn out. We hope that fans will vote early and often for their favourite Canadian city” added Michelle.

The 65 cities pre-selected for the nation-wide vote are:

| | |
|-----------------|--------------------------|
| ABBOTSFORD | MONTREAL |
| BARRIE | NANAIMO |
| BELLEVILLE | NORFOLK COUNTY |
| BRAMPTON | NORTH BAY |
| BRANDON | OSHAWA |
| BRANTFORD | OTTAWA |
| CALGARY | PETERBOROUGH |
| CAPE BRETON | PRINCE GEORGE |
| CHARLOTTETOWN | QUEBEC CITY |
| CHATHAM-KENT | RED DEER |
| CHILLIWACK | REGINA |
| DRUMMONDVILLE | SAGUENAY |
| EDMONTON | SAINT JOHN |
| FREDERICTON | SAINT-HYACINTHE |
| GATINEAU | SAINT-JEAN-SUR-RICHELIEU |
| GRANBY | SARNIA |
| GRANDE PRAIRIE | SASKATOON |
| GREATER SUDBURY | SAULT STE. MARIE |
| GUELPH | SHAWINIGAN |
| HALIFAX | SHERBROOKE |
| HAMILTON | ST. CATHARINES |
| IQALUIT | ST. JOHN'S |
| KAMLOOPS | THUNDER BAY |
| KAWARTHA LAKES | TORONTO |
| KELOWNA | TROIS-RIVIERES |
| KINGSTON | VANCOUVER |
| KITCHENER | VICTORIA |
| LAVAL | WHITEHORSE |
| LETHBRIDGE | WINDSOR |
| LONDON | WINNIPEG |
| MEDICINE HAT | WOOD BUFFALO |
| MISSISSAUGA | YELLOWKNIFE |
| MONCTON | |

HAVE YOUR SAY! VOTE TODAY AT: www.tourismsaskatoon.com

For 75 years the official MONOPOLY board has represented the most elite locations in individual cities. With the successful launches of both the MONOPOLY *Here & Now: Electronic Banking Edition* and MONOPOLY *Here & Now: The World Edition*, Canadians were able to showcase their passion for MONOPOLY. With this new edition of MONOPOLY, Canadian consumers will now have an opportunity to vote for their favourite city to appear on the final game board for a MONOPOLY edition to truly call their own.

The cities voted onto the final game board will be announced in June 2010. The new MONOPOLY Canada Edition will be available in stores in summer 2010. So what are you waiting for Canada, have your say! Vote today at www.tourismsaskatoon.com

Since 1935, more than 250 million copies of MONOPOLY have been sold in 106 countries and 40 languages. More than 200 different editions of the game have been published, but the most popular continues to be the classic "Number Nine." Affectionately known by its original product number, "Number Nine" is based on the streets of Atlantic City and is nearly identical to Charles Darrow's original submission to Parker Brothers. The MONOPOLY name and logo, the distinctive design of the game board, the four corner squares, the MR. MONOPOLY name and the character, as well as each of the distinctive elements of the board and playing pieces are trademarks of Hasbro for its property trading game and game equipment. © 2010 Hasbro. All Rights Reserved.

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