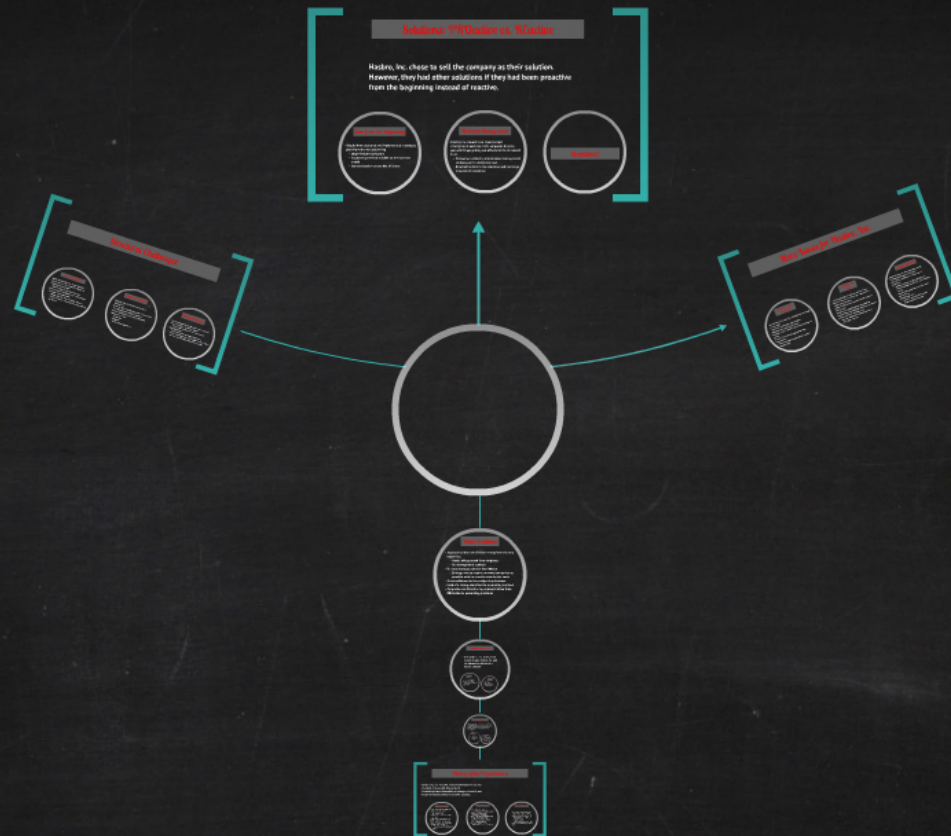


Hasbro Games – POX



Hasbro Games – POX

History of the Organization

- Hasbro, Inc. was founded as Hassenfeld Brothers in 1932
- Founded in Pawtucket, Rhode Island
- Founded by Henry Hassenfeld, an immigrant from Poland
- Began by manufacturing inexpensive products

Hasbro, Inc.

- 1940: began manufacturing toys
- Little success until 1951
 - Mr. Potato Head
- Almost 10 years until next big hit
 - G.I. Joe
- 1968: Becomes publicly traded
- 1984: Acquires Milton Bradley
- Early 1990's: acquires Tonka Toys (includes Parker Brothers)
 - 1996: Mattel (rival) attempts to acquire

Hasbro Interactive

- 1970's: Interactive games becoming popular
- Recognized potential: Hasbro Interactive created as subsidiary division
 - Headed by Tom Dusenberry
- Outside experts hired to meet needs and demands (software developers)
- Dusenberry responsible for making all decisions related to division
- Generated revenues right away
 - Rapid growth leading to rapid success

Interactive Equinix

- Began acquiring software firms
 - Became separate divisions
- Revenue expectations very high
 - Overly high target sales set
 - Targets missed
 - Departments way over budget
- Hasbro Interactive begins to lose money

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