



## **MONOPOLY - THE WORLD'S MOST POPULAR BOARD GAME ARRIVES IN DUBAI**

**We have a little secret to share! A secret that everyone needs to hear! Mr. Monopoly is coming to Dubai - yes, yes, you heard us right!**

**The legacy of MONOPOLY meets the legacy of Dubai!**

The world's most recognizable board game icon is about to set foot in the United Arab Emirates, bringing along a unique MONOPOLY board game, one set in Dubai! A bustling metropolis full of world-firsts, opulent hotels, and entertainment hotspots, Dubai is in no shortage of must-sees! But which will make it on the board? Starting today, follow Mr. Monopoly's journey as he visits iconic locations around the city and start guessing which will have a spot on the world's most famous board game.

Throughout the following weeks, both Dubai residents and tourists will have the chance to meet and greet with Mr. Monopoly, joining him in numerous activities around town. To track the man in the top hat, follow #MrMonopolyinTown and #MonopolyDXB on Instagram for a chance to meet him at his next location! Players will have a chance to "Pass Go" when Mr. Monopoly reveals his new board on the 4th of November. Until then, the guessing game is on!

Winning Moves, manufacturers of the official Dubai version of MONOPOLY, under license from Hasbro, says, "We are thrilled to bring the official Dubai MONOPOLY board game to the residents and tourists of the region. This edition will be everything you love about the traditional game, adapted in a way that Dubaians will enjoy for generations to come."

Atlantis, The Palm says, "When we heard that Mr. Monopoly was touring iconic landmarks on his debut visit to Dubai, we knew we had to be the first location on his journey. It is an absolute pleasure to welcome him to the shores of Atlantis, The Palm and we look forward to helping him tick off a few bucket-list items on his visit".

Issam Kazim, CEO, Dubai Corporation for Tourism and Commerce Marketing (DCTCM) commented: "We are excited to extend our support to Hasbro with the launch of the iconic Dubai Monopoly board, a first in the region. This internationally recognised, and much-loved family game, will not only promote the city's diverse destination offering to a global audience, but Monopoly's newest board will provide both visitors and residents with an exciting new way to discover the city."

**Excited to play the world's most popular game in a way that pays tribute to all things Dubai?**

*MONOPOLY: Dubai Edition will be available from the 5th of November at leading retailers across the region and will be part of a new 'OFFICIAL DUBAI GAMES RANGE' that includes TOP TRUMPS, TOP TRUMPS MATCH and other selected editions specifically for the Dubai community. MONOPOLY © 1935, 2019 Hasbro. All Rights Reserved.*

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**About Winning Moves**

Winning Moves is a global games company with headquarters in London, UK. They are the exclusive licensee of Hasbro International to make new regional editions of their classic board games, including MONOPOLY, in Europe, Middle East and Africa. They own a number of the best-known game brands including WADDINGTONS #1 PLAYING CARDS and the world's best-selling playing card game TOP TRUMPS.

The OFFICIAL DUBAI GAMES RANGE will be distributed across UAE by A LIUSIE GENERAL TRADING (ALGT). [www.algt-me.com](http://www.algt-me.com) The range includes TOP TRUMPS '30 Cool Things to Do', TOP TRUMPS 'Cars, Camels and Other Cool Vehicles', TOP TRUMPS MATCH and MONOPOLY: The Dubai Edition.

### **About Hasbro**

[Hasbro](https://www.hasbro.com) (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, MAGIC: THE GATHERING and POWER RANGERS, 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. 13 on the 2019 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 eight years. Learn more at [www.hasbro.com](http://www.hasbro.com), and follow us on Twitter ([@Hasbro](https://twitter.com/Hasbro)) and Instagram ([@Hasbro](https://www.instagram.com/Hasbro)).

### **About Monopoly Board Game:**

MONOPOLY first hit the shelves in 1935 – since then it has been played by more than 1 billion people. Today, it is played in 114 countries and enjoyed in over 47 different languages.