

Wednesday, 01 March 2017
East Longmeadow (MA) / Turnhout, Belgium

Hasbro's PLAY-DOH Products to be Manufactured by Cartamundi in the USA

PLAY-DOH will join MONOPOLY, THE GAME OF LIFE, CLUE, MAGIC: THE GATHERING and other iconic Hasbro brands currently manufactured by Cartamundi in the USA

Cartamundi, the world's leading game manufacturer and the market leader in playing cards and card games, and global play and entertainment company Hasbro, Inc., have agreed to start manufacturing certain PLAY-DOH products in the East Longmeadow, Mass. Cartamundi factory for distribution in North America.

Cartamundi and Hasbro already work closely together on the manufacturing of more than a dozen iconic Hasbro brands, including MONOPOLY, CANDY LAND, RISK, CLUE, OPERATION and GAME OF LIFE. Thirty million Hasbro games are produced in the USA every year by the employees based in East Longmeadow.

Chris Van Doorslaer, CEO, Cartamundi, says: "We are extremely proud that Cartamundi's operations in the USA will now be manufacturing three of Hasbro's Franchise Brands: MONOPOLY, MAGIC: THE GATHERING and PLAY-DOH. The addition of PLAY-DOH production will further intensify the cooperation between Hasbro and Cartamundi and is fully in line with the Cartamundi strategy to grow *together* with our customers by means of Customer Intimacy."

The continuing growth of these brands has already resulted in the recruitment of 30 additional employees in Cartamundi's East Longmeadow facility. By the time the PLAY-DOH production line is operational, Cartamundi plans to hire an additional 20 employees. Combined with temporary staff, this will bring the total number of East Longmeadow employees to 480, reflecting 13.5 percent growth since Cartamundi acquired the factory in 2015.

"We regularly review our global sourcing strategy and make adjustments to optimize the execution of our brands," said Brian Goldner, Chairman and CEO, Hasbro, Inc. "We do not own any of our manufacturing but source product from a global network of vendor partners. This model allows us to make adjustments as opportunities arise. While each regional production situation is a bit different, we are able to produce PLAY-DOH for almost the same cost globally."

About Cartamundi

Cartamundi is Latin for "Cards for the World". With a history dating back to 1765, today Cartamundi is the world's

pressrelease

leading manufacturer of card- and board games. With a network of owned sales offices, 11 state-of-the-art manufacturing plants and an over 2,200 people strong workforce, Cartamundi is a prominent and growing supplier to the global games industry. In 2016, Cartamundi established a revenue of 387 million euro, marking a revenue growth of 45% compared to 2015

Legendary board games such as Monopoly® and Trivial Pursuit® run off the Cartamundi production lines, as do many different varieties of playing cards and card games for consumers as well as casino's.

With its strong Shuffle brand, Cartamundi produces a compelling range of children's card games and family games which can be found in all major retailers across Europe. All contributing to fulfilling the Cartamundi purpose of "Sharing the Magic of Playing Together".

Cartamundi headquarters is in Turnhout, Belgium. Cartamundi's factories are located in Japan, India, Poland, Germany, France, Belgium, United Kingdom, Ireland, United States of America and Brazil.

Contact details for enquiries: Cartamundi Turnhout NV, Visbeekstraat 22, B-2300 Turnhout, Belgium

Tel: +32 14 44 59 43

For further information please contact:

Chris Van Doorslaer

chris.van.doorslaer@cartamundi.com / +32 14 44 59 43

web www.cartamundi.com

facebook [Cartamundicards](https://www.facebook.com/Cartamundicards)

twitter [@cartamundicards](https://twitter.com/cartamundicards)

<https://webmail.cartamundi.com/owa/UrlBlockedError.aspx>