



Mr. Brian Goldner - Chief Executive Officer
Hasbro, Inc.
1027 Newport Avenue
Pawtucket, RI 02862

Dear Design Teams,

Our consumer data analysts just sent us the annual report for 2015. As you may have heard, our sales have decreased sharply and unexpectedly in the last quarter. To counter this, we are planning to launch a new line of family games in early to mid-2016. In the past, Hasbro has published some of the most popular and well-known family games, such as Twister, Connect 4, Trouble, Guess Who, and Monopoly. We would like to recreate this success with a new generation of family games for a new generation of families. As such, we would greatly appreciate your ideas for one of these new games.

Specifications:

- Board game, card game, dice game, or another form of a group game.
 - At least 2 players
 - Primarily skill-based rather than chance-based or luck-based
 - Easy-to-read rule book
 - Create an "insider's guide" including strategies, plays to avoid, all outcomes and the probability of obtaining each outcome, and other "secrets" players would want to know
- Our quality assurance (QA) department would like a prototype by (due date of project).

Please thoroughly test your prototype before submitting it to QA. I look forward to seeing your finished designs.

Sincerely,

A handwritten signature in black ink that reads "Brian Goldner". The signature is written in a cursive, flowing style.

Brian Goldner
Chief Executive Officer