

The FIAT Brand Participates in the 2013 MONOPOLY® Game at McDonald's®

- Consumers have a chance to enter and win one of twenty-six new Fiat 500 vehicles

July 17, 2013, Auburn Hills, Mich. - The MONOPOLY® Game at McDonald's® is set to return this summer, and for the second year the FIAT brand is participating in the event. The FIAT brand is offering game players a chance to win one of three different Fiat 500 models including the all-new Fiat 500L, 500 Hatchback, and 500 Cabrio. The Game is in restaurants July 16 and continues in-stores until August 12 and online at www.playatmcd.com until 11:59:59 p.m. ET on August 26, 2013.

“Our partnership with McDonald's is one of the summer highlights for the FIAT brand,” said Jason Stoicevich, Head of FIAT Brand North America. “Being a part of the MONOPOLY Game allows us to expose the FIAT brand and vehicles such as the all-new Fiat 500L, to a broad range of potential customers.”

Participants have two ways to enter to win a Fiat 500 vehicle:

- In-restaurants: The [2013 MONOPOLY® Game at McDonald's®](http://www.playatmcd.com) is available at participating [McDonald's](http://www.playatmcd.com) restaurants starting July 16 through August 12, or while supplies last. Players can peel Game Pieces from select menu items to instantly win one of ten Fiat 500 vehicles or collect property sets for a chance to win one of fifteen Fiat 500 vehicles, cash prizes up to \$1 million (payable \$50,000/yr for 20 yrs, without interest) and many other exciting prizes.
- Online Sweepstakes: Starting July 16 through August 26, players (13 yrs and older) can enter McDonald's Game Piece codes at www.playatmcd.com for one entry into the Online Sweepstakes for the chance to win a 2013 Fiat 500 Cabrio.

The [MONOPOLY Game at McDonald's](http://www.playatmcd.com) is open to residents of the U.S., Guam, Puerto Rico and Saipan. For complete details and Official Game Rules, visit www.playatmcd.com.

NO PURCHASE NECESSARY TO PLAY/WIN A PRIZE. A PURCHASE WILL NOT INCREASE CHANCES OF WINNING. Internet access & valid email required for Online play. Games open to residents of the 50 US, DC, Guam, Saipan & Puerto Rico. In-Store begins 7/16/13, ends 8/12/13, or while supplies last. *Odds based on Game Pieces (each has 2 Game Stamps); mostly food prizes. Online Game is time seeded, begins 7/16/13 at 12:00:00 a.m. EDT, ends 8/26/13 at 11:59:59 p.m. EDT. Must be 13+ to play Online. Games subject to Official Rules avail. at participating McDonald's restaurants and PlayatMcD.com; see for restrictions, prizes/claim details, ARVs, odds and no purchase play. Void where prohibited. Sponsor: McDonald's USA, LLC, Oak Brook, IL 60523.

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About FIAT Brand

FIAT — Life is Best When Driven. The FIAT brand stands for discovery through passionate self-expression. It encourages people to be in charge of their lives, live confidently and celebrate the smallest of things with infectious excitement. That philosophy is embodied by the North American introduction of the iconic Fiat 500 or Cinquecento — a small car that lives big. Italian at heart and rooted in a rich heritage, the Fiat 500 is synonymous with modern, simple design blending form, function and a pride of ownership that is genuine.

Reminiscent of the original Cinquecento, the Fiat 500 and Fiat 500c (Cabrio) build on the vehicle's global popularity. Since its initial launch in 2007, more than 1,000,000 Fiat 500 vehicles have been sold in more than 100 countries around the world. In addition to success on the sales front, the Fiat 500 has earned more than 80 international awards, including being named the 2008 European Car of the Year, 2009 World Car Design of the Year and Best

New Engine of 2010 (Fiat MultiAir® Turbo). In the U.S., the 2012 Fiat 500 was named “Best Buy” in the subcompact category by Consumers Digest and was deemed a “Top Safety Pick” by the influential Insurance Institute for Highway Safety (IIHS). This year, the 2013 Fiat 500 was named to the “10 Coolest New Cars Under \$18,000” list by Kelley Blue Book’s KBB.com.

The FIAT brand portfolio in North America continues to expand. In 2013, the FIAT brand launched the high-performance Fiat 500 Abarth Cabrio, the fully-electric Fiat 500e and the Fiat 500L, an all-new five-passenger model that expands FIAT’s brand style and efficiency into the growing B-segment.

About McDonald's

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome food made from quality ingredients to more than 26 million customers every day. Nearly 90 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by local business men and women. Customers can now log online for free at any of the 11,000 participating Wi-Fi enabled McDonald's U.S. restaurants. For more information, visit www.mcdonalds.com, or follow us on Twitter ([@McDonalds](https://twitter.com/McDonalds)) and Facebook ([Facebook.com/McDonalds](https://www.facebook.com/McDonalds)) for updates on our business, promotions and products.

About Hasbro

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