X

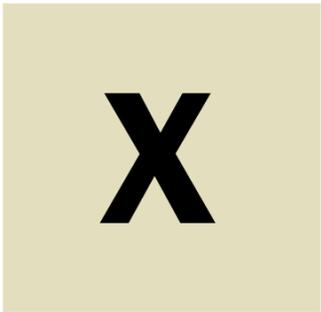
The thrill of a triple word score. The agony of the letter X. Scrabble is the word game that delivers a steady stream of **challenging turns** and **winning moments**. This is one board game that **stimulates the mind** and **fuels the spirit** from start to finish. Since both **simple** and **complex** words **score points**, every player gets to experience the **excitement of winning**—on every play. Nothing compares to the sense of accomplishment you feel when you place your tiles on the board and tally up your points. **Yes!** The **rewards are instant** and **continuous**. Because in this game, **every word counts**.

X

SCRABBLE

Every word counts.

The word game where everyone's a winner.





Y

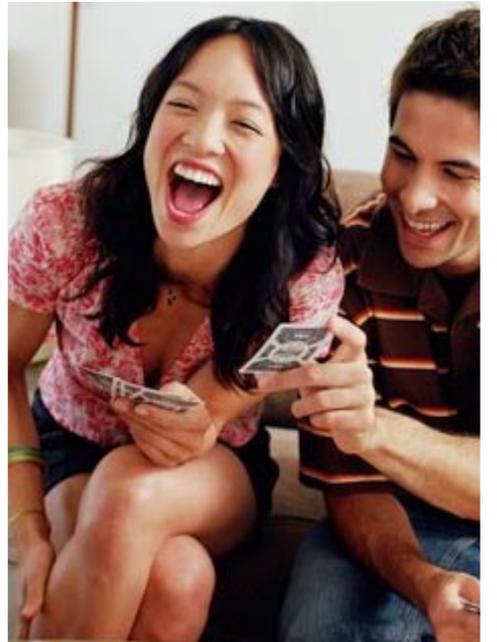
In an increasingly frenzied society, people are looking for ways to connect in a more **personal** and **meaningful** way—something that goes beyond email and text messaging. Scrabble is an alternative form of **entertainment** that brings **friends and family together** to experience the **joy of togetherness** and the sheer fun of **playing a game** that pays off on every turn. Scrabble is a competitive pursuit that gives players the chance to flex their intellectual muscles at the same time they **satisfy their need to connect** — with words and each other. In this game, **every word spells fun.**

Y

SCRABBLE

Every Word Spells Fun.

Y





Z

While the baby boom generation treats Scrabble with the dignity and respect it has earned over the last 60 years, today's **younger, hipper generation** wants something more. **Challenge. Action. Excitement.** Scrabble delivers the visceral **thrill of scoring** and celebrating on every turn. It is more **aggressive**, more **engaging**, and **stirs the competitive juices** in every player.

Play big or go home. Scrabble is a **contest** of minds, hearts, and sheer **will to win**. Once a polite parlor game, today's Scrabble is a competitive proving ground. It's no longer your grandparent's game. **Now it's your turn.**

Z

SCRABBLE

Now it's your turn.

The word game for generation next.

Z

SCRABBLICIOUS (*adj.*) The delicious pleasure of scoring on every word.

Z

