



Amazon Dash Buttons for NERF and PLAY-DOH Now Available

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A First for the Toy Industry, New Dash Buttons Keep Families and Fans Supplied with Creative Play and Action Packed Fun

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Families can now stay stocked up on their favorite playtime essentials with the introduction of Amazon Dash Buttons for the [Hasbro, Inc.](#) (NASDAQ: HAS) PLAY-DOH and NERF brands. Launching today, PLAY-DOH and NERF are the first toy brands available in Amazon's popular program which allows Amazon Prime customers to reorder preferred products with the press of a button.

"NERF and PLAY-DOH are two of our most popular brands with families consuming darts and PLAY-DOH compound as part of their daily playtime," said Jeff Jackson, VP of Sales at Hasbro. "We don't want the fun to stop when supplies run low and teaming up with Amazon allows our consumers to keep playtime going while incorporating our brands more seamlessly into their everyday activities."

The Amazon Dash Button is a small, Wi-Fi connected electronic device that makes ordering products quick and efficient. Starting today, the Amazon Dash Buttons for the PLAY-DOH and NERF brands are available for Amazon Prime customers to order on www.amazon.com/dashbutton.

Once purchased, Amazon Prime members sync the buttons to their Amazon Prime accounts for fast, convenient ordering with Prime FREE Shipping. By pressing the Amazon Dash Button for the PLAY-DOH brand, customers can order a PLAY-DOH Mega Pack, PLAY-DOH 24-Pack of Colors, or a PLAY-DOH Fun Tub. With the Amazon Dash Button for the NERF brand, customers can order dart refills for the NERF N-STRIKE ELITE, NERF REBELLE, and NERF RIVAL blasters and bows.

In addition to the new Amazon Dash Buttons, the PLAY-DOH and NERF brands both have exciting innovations to keep fans engaged and ready to play in 2016 and beyond.

The PLAY-DOH brand is celebrating its 60th birthday this year, and kicked off 2016 with the launch of an entirely new system of figure and playset play, [PLAY-DOH Town](#). In addition to delivering the high-performance blasting power, innovative play experiences, and competitive edge that fans demand from the iconic category leader, the NERF brand expanded its relationship with YouTube sensations Dude Perfect this year to enter the world of extreme, sports-based trick shots, further developing its popular line of sports products.

About Hasbro

[Hasbro](#) (NASDAQ: HAS) is a global company committed to *Creating the World's Best Play Experiences* by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and consumer product licensing, Hasbro fulfills the fundamental need for play and connection with children and families around the world. The Company's Hasbro Studios and its film label, ALLSPARK PICTURES, create entertainment brand-driven storytelling across mediums, including television, film, digital and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

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