



The Ponies Celebrate Differences in the Latest Storybook App MY LITTLE PONY: PINKIE PIE'S SISTER from Hasbro and PlayDate Digital

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NEW YORK, April 2, 2015 /PRNewswire/ -- The MY LITTLE PONY brand celebrates friendship, acceptance, and rock candy galore in a new multi-language, interactive storybook app, from PlayDate Digital, under license from Hasbro, Inc. In MY LITTLE PONY: PINKIE PIE'S SISTER, Pinkie Pie's older sister, Maud Pie, visits Ponyville, and the ponies are thrilled to meet another Pie, some pony who could be as enthusiastic and fun-loving as Pinkie herself. Excitement turns to confusion when Pinkie Pie's friends realize that Maud doesn't exactly have the same interests and ways of expressing herself as Pinkie Pie, or any of the ponies, for that matter.

Photo - <http://photos.prnewswire.com/prnh/20150402/196308>

When Maud arrives, Pinkie is ready to start making "bestest-est friend" rock candy necklaces, because she wants to share this sisterly ritual with all of her friends. She knows that her friends will love Maud Pie just as much as she does. However, Pinkie Pie and her friends must learn an important lesson about friendship when Maud turns out to be a little bit different, to say the least. It could take a lot more than a rock candy necklace and a wacky obstacle course to get the ponies to see eye-to-eye. This ninth installment in PlayDate Digital's MY LITTLE PONY app collection is based on the episode "Maud Pie" from the fourth season of the animated series MY LITTLE PONY: FRIENDSHIP IS MAGIC, created by Hasbro Studios and currently airing on Discovery Family Channel in the United States.

"MY LITTLE PONY: PINKIE PIE'S SISTER presents a wonderful tale about what it takes to discover a true friend," said Shaan Kandawalla, PlayDate Digital co-founder. "It shows how important it is to look beyond superficial differences when you get to know someone, to understand the important things that you have in common."

"Pinkie Pie is known for her high energy and playful nature, Maud Pie is a very different kind of pony," said Samantha Lomow, SVP Hasbro brands.

"While this is hard for some of the ponies to understand and accept, in the end, Maud Pie saves the day and shows the ponies what true friendship is all about!"

Key Features:

- Starring ALL your Ponyville favorites—Pinkie Pie, Princess Twilight Sparkle, Applejack, Rainbow Dash, Fluttershy, and Rarity!
- Maud Pie's first appearance in a digital storybook app.
- Interactive MY LITTLE PONY action and voices on every page.
- *Read to Me* and *Read Along* modes for all levels of early and emerging readers.
- New and advanced vocabulary highlighted and sounded out on each page.
- Includes a *Sight Word* practice section.
- *Auto Play Feature* that brings the story and animations to life.
- *Select a language feature* - Narration and pony dialogue available in multiple languages, including Spanish, French, and more!

Designed to aim at these Learning Goals:

- Early and emergent literacy
- New vocabulary
- Expanding early reading skills
- Increasing reading comprehension

Just in time for Easter, this "springy" tale is sure to bring a smile to your child's face! MY LITTLE PONY: PINKIE PIE'S SISTER from PlayDate Digital is available for \$2.99 in the App Store on iPhone, iPad, and iPod Touch or at www.AppStore.com.

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, TRANSFORMERS, and premier partner brands. From toys and games to television programming, motion pictures, digital gaming and a comprehensive lifestyle licensing program, Hasbro fulfills the fundamental need for play and connection for children and families around the world. The Company's Hasbro Studios creates entertainment brand-driven storytelling across mediums, including television, film 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 every year. Learn more at www.hasbro.com and follow us on Twitter (@Hasbro & @HasbroNews).

About PlayDate Digital Inc.

PlayDate Digital Inc. is an emergent publisher of high-quality, interactive, mobile educational software for children, designed to nurture children's emerging literacy and creativity skills. Created in collaboration with leading preschool education experts, PlayDate Digital content is built in partnership with some of the world's most trusted global brands for kids and developed and published for iOS and Android devices. More information can be found online at www.playdatedigital.com or "like" them on Facebook and follow them on Twitter (@playdatedigital).

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