



SESAME STREET 2018 Product Descriptions

SESAME STREET FEED ME COOKIE MONSTER Toy

(Ages 18 months - 4 years/ Approx. Retail Price: \$29.99/ Available: Fall 2018)

Om nom nom! Cookie Monster is here, and he's hungry! Little ones can unleash their appetite for fun by "feeding" him his cookie, and he'll respond with a signature song and silly phrases! Hungry for more? Squeeze his belly to make his tummy rumble or hear Cookie Monster speak! This 13" plush Cookie Monster is a great companion to Tickle Me Elmo (sold separately) — he's soft, loveable, huggable! 2 AA batteries included. Available at most major toy retailers nationwide and on HasbroToyShop.com.

SESAME STREET SINGING FRIENDS PIANO Toy

(Ages 12 months & up/ Approx. Retail Price: \$19.99/ Available: Fall 2018)

Music and fun come together in harmony with the SESAME STREET SINGING FRIENDS PIANO! This bold and bright toy has 2 modes to help kids explore music, shapes and colors with their pals from Sesame Street, including Big Bird, Cookie Monster, Elmo, and Oscar the Grouch! In one mode, kids can press the keys to hear some of their favorite characters sing 5 familiar preschool songs, and in another mode, the Sesame Street characters can help them explore colors and shapes! With familiar faces, bright colors, and harmony, this friendly keyboard really hits the right note! 3 AA batteries included. Available at most major toy retailers nationwide and on HasbroToyShop.com.

SESAME STREET LET'S DANCE ELMO Toy

(Ages over 18 months – 4 years/ Approx. Retail Price: \$39.99/ Available: Fall 2018)

Dance! Sing! Move! Elmo's got the Groove! Get ready to move and groove to Elmo's World Song and more, with LET'S DANCE ELMO toy! This fun, musical Elmo encourages kids to engage in up and active play, dancing along with Elmo as he swings his arms, tilts his head, and shakes his hips! His heart even lights up to the beat! Elmo's headphones activate 3 musical modes: Colors, Animals and Music Remix. Let's Dance Elmo's headphones can also be used as a handle to take the fun on the go! 4 AA batteries included. Available at most major toy retailers nationwide and on HasbroToyShop.com.

SESAME STREET TICKLE ME ELMO Toy

(Ages 18 months - 4 years/Approx. Retail Price: \$29.99/ Available: Now)

HA! HA! Hee! Hee! Elmo's hysterical laugh is back! The magic of TICKLE ME ELMO returns—reimagined for a whole new generation of fans! Little ones can start the hilarious fun when they press his tummy or squeeze his feet. First, they'll hear Elmo's contagious giggle. When they continue to squeeze and "tickle" Elmo, he laughs harder and harder until he starts to move and shake! Children can't help but giggle along when they hear his funny sayings and hysterical laughing sounds. TICKLE ME ELMO is as silly, cuddly, and lovable as ever! He's funny! He's furry! You can't put this giggle monster down! 2 AA demo batteries included. Available at most major toy retailers nationwide and on HasbroToyShop.com.

SESAME STREET MINI PLUSH ASSORTMENT

(Ages 12 months & up/Approx. Retail Price: \$7.99/Available: Now)

These soft and cuddly take along pals are sized right for parents of preschoolers on the go! This spring, kids can add Julia to their Sesame Street mini plush collection! Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

CARRY FORWARD PRODUCTS:

SESAME STREET SNUGGLE ME IN PLUSH

(Ages 12 months & up/Approx. Retail Price: \$9.99/ Available: Now)

Getting ready for bed is lots of fun with the SESAME STREET SNUGGLE ME IN ELMO & COOKIE MONSTER Plush! Kids can tuck in their favorite SESAME STREET plush pals at bedtime, like parents do for them! Kids can flip Elmo and Cookie Monster from being in their PJs to being cozied under the covers. Getting ready for bed is lots of fun with these cuddly companions! Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

SESAME STREET TALKING 123 COOKIE MONSTER

(Ages 18 months – 4 years/Approx. Retail Price: \$19.99/Available: Now)

There's lots of fun to be had with this 12-inch plush pal from Sesame Street! Press Cookie Monster's tummy to hear him talk and sing about numbers! Requires two AA batteries, demo batteries included. Available at most major toy retailers nationwide and on HasbroToyShop.com.

SESAME STREET TALKING ABC ELMO

(Ages 18 months – 4 years/Approx. Retail Price: \$19.99/Available: Now)

There's lots of fun to be had with this 12-inch plush pal from Sesame Street! Press Elmo's tummy to hear him talk and sing the alphabet song! Requires two AA batteries, demo batteries included. Available at most major toy retailers nationwide and on HasbroToyShop.com.

SESAME STREET SINGLE FIGURE PACK Assortment

(Ages 18 months – 4 years /Approx. Retail Price: \$1.99/Available: Now)

Sesame Street fans can bring their favorite little characters with them on the go! Sized right for little hands, toddlers can have a friendly neighborhood friend by their side, ready for playtime. Assortment includes Elmo, Cookie Monster, Oscar the Grouch, Abby Cadabby, and Grover figures. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

SESAME STREET BATH SQUIRTERS

(Ages 12 months – 4 years/Approx. Retail Price: \$9.99/Available: Now)

Who needs a rubber ducky when you have Ernie, Elmo, and Cookie Monster wearing their swim trunks and ready to play! This cute three-pack of Sesame Street squirt toys is sure to make bath time lots of fun! Available at most major toy retailers nationwide and on HasbroToyShop.com.

SESAME STREET COLLECTOR PACK

(Ages 18 months & up/Approx. Retail Price: \$9.99/ Available: Now)

This 5-pack collection of figures includes five beloved Sesame Street characters: Elmo, Cookie Monster, Grover, Abby Cadabby, and Oscar the Grouch. These cute figures are sized right for little hands to take along on big adventures! Makes a great gift! Available at most major toy retailers nationwide and on HasbroToyShop.com.

ELMO'S STACK & NEST FRIENDS Playset

(Ages 12 months & up/Approx. Retail Price: \$9.99/ Available: Now)

Nest, stack, match, and play peek-a-boo with 4 SESAME STREET pals! Little ones can stack the characters to create a SESAME STREET tower of friends, or explore the cutout shapes for peek-a-boo fun! Each character fits neatly within one another for compact storage and nesting play. When toddlers separate the Big Bird, Cookie Monster, and Oscar the Grouch nesting blocks, they'll find a sweet surprise—Elmo! Includes 4 nesting blocks. Available at most major toy retailers nationwide and on HasbroToyShop.com.

ELMO & FRIENDS SMARTPHONE

(Ages 18 months & up/Approx. Retail Price: \$12.99/ Available: Now)

Little ones can pretend to call Elmo and other beloved SESAME STREET characters on this adorable smartphone that looks like Mom's and Dad's! Press the orange button to receive a phone call from Elmo, Ernie, Abby Cadabby, or Cookie Monster. The ELMO & FRIENDS SMARTPHONE rings and lights up when a SESAME STREET pal calls. Listen to their familiar voices or sing along to favorite songs. Preschoolers can hear about the weather, explore letters and numbers, and play music! They can press the voicemail button to listen to a sweet or silly message. Includes smartphone toy and instructions. Available at most major toy retailers nationwide and on HasbroToyShop.com.

ELMO & FRIENDS GEAR PLAY Playset

(Ages 12 months & up/Approx. Retail Price: \$16.99/ Available: Now)

Take Elmo's SESAME STREET friends for a spin with the ELMO & FRIENDS GEAR PLAY playset! This cheerful set includes 8 interchangeable, smiley-faced gears for little ones to arrange, stack, count, and spin. Place the gears and then press Elmo's nose to make favorite SESAME STREET characters' faces turn round —no batteries required! Includes Elmo gear board and 8 interchangeable gears. Available at most major toy retailers nationwide and on HasbroToyShop.com.

ELMO'S ON THE GO LETTERS

(Ages 2-4 years/Approx. Retail Price: \$16.99/Available: Now)

Take alphabet play on the go with the ELMO'S ON THE GO LETTERS set! This portable Elmo-themed carrying case features a variety of Sesame Street character images and comes complete with 26 plastic letter pieces that snap into place. Who knew the alphabet could be so much fun! Available at most major toy retailers nationwide and on HasbroToyShop.com.

COOKIE MONSTER'S ON THE GO NUMBERS

(Ages 2 – 4 years/Approx. Retail Price: \$16.99/Available: Now)

COOKIE MONSTER'S ON THE GO NUMBERS set can help kids explore numbers! The Cookie Monster-themed carrying case comes complete with 10 removable numbers and 10 removable cookie-shaped tokens that snap into place, making it both on-the-go or in-the-home playtime accessory. For even more fun, kids can lift each number to reveal a corresponding image! Available at most major toy retailers nationwide and on HasbroToyShop.com.

COOKIE MONSTER'S DROP & ROLL

(Ages 12 months & up/Approx. Retail Price: \$19.99/ Available: Now)

Cookie Monster wants a cookie! The COOKIE MONSTER'S DROP & ROLL playset is an adorable way to introduce little ones to their 1-2-3s! Toddlers drop a cookie ball into Cookie Monster's mouth, watch it roll down the ramp, then count each cookie as it rolls into place. As Cookie Monster 'eats,' he responds with funny phrases, a silly song, and makes his funny 'om nom nom' sounds to make playtime more fun. Playset includes Cookie Monster ball ramp and 3 cookie balls. Available at most major toy retailers nationwide and on HasbroToyShop.com.

SESAME STREET PLUSH

(Ages 18 months & up/Approx. Retail Price: \$24.99/Available: Now)

Little ones will fall in love with these cuddly plush pals! Standing at approximately 20 inches tall, these plush toys are sized right for lots of snuggling! Kids can curl up with Elmo, Cookie Monster, Abby

Cadabby, Big Bird, and Snuffleupagus plush figures. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.