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Hasbro's LITTLEST PET SHOP Jumps into the Digital Plush Arena with Virtual Interactive Pets

Fastest Growing Girl Toy Brand Launches "The Cuddliest Pets on the Net"

PAWTUCKET, R.I.--(BUSINESS WIRE)--Sept. 24, 2007--Hasbro, Inc. (NYSE: HAS), announces the launch of LITTLEST PET SHOP VIPs (Virtual Interactive Pets), a line of five cuddly, plush pets that bear secret codes on their collars to unlock a virtual world where tween girls can interact with the digital counterparts of their plush pals and explore a fun online VIPs destination jam packed with exciting games, activities, and community events. LITTLEST PET SHOP VIPs will be unleashed in the New York Metro market and online in mid-October 2007 followed by a global retail launch in early 2008. Each LITTLEST PET SHOP VIPs plush pet will carry an approximate retail price of \$14.99 and includes exclusive access to the VIPs virtual world which will continuously evolve with new and exciting elements.

The initial LITTLEST PET SHOP VIPs line will include a dog, cat, turtle, penguin and panda. Upon getting home with their new cuddly plush pet, girls with parental permission will plug in the secret code found on the collar at www.littlestpetshop.com, receive a VIPs Adoption Certificate and watch their pet come to life online. The fun really begins as they begin to customize their pets and environments, earn "Kibble" points to keep pets happy and healthy, play mini-games and engage in fun individual or community based activities.

"This is a very exciting time for the LITTLEST PET SHOP brand," said Valerie Jurries, vice president of marketing for Hasbro's girls brands. "We wanted to take this incredibly popular property and do something truly spectacular for the millions of girls who have come to adore the LITTLEST PET SHOP line over the years. Creating an engaging and meaningful online connection between girls and their LITTLEST PET SHOP pets was an instinctive next step. VIPs delivers a rich, immersive online world where girls and their pets can have endless hours of fun exploring, playing and bonding."

Blending Traditional LITTLEST PET SHOP Play with Online Fun

Just as they do with their real world LITTLEST PET SHOP pets, VIPs will allow girls to customize homes for their pets as well as personalize the pets with the latest apparel and accessories purchased at virtual stores and boutiques with VIPs currency called Kibble. Kibble points are earned based on keeping pets happy and healthy by completing activities such as going for a check-up at the "Get Better Center", going to the playground for some exercise and fun, playing mini-games or simply exploring the environment for hidden surprises.

VIPs owners will have a blast playing the 16 mini-games or jumping into the 10 different activities available in the LITTLEST PET SHOP VIPs virtual world. The games, complete with high score rankings, include hang gliding, snowboarding, skateboarding, lily pad leap, sundae making, scavenger hunts and jigsaw puzzles - just to name a few. Activities include anything you can do in or around your VIPs home from decorating a room, to playing in your sandbox or taking a ride on a merry-go-round.

Come One, Come All

A virtual world wouldn't be complete without knowing what's going on in your community. The LITTLEST PET SHOP VIPs world will include fun and informative community features such as "Breaking News" and a "Community Calendar" alerting girls to the new and exciting activities that are unfolding, "Pet of the Day" a random spotlight on a pet based on photos submitted by VIPs owners; and "High Scores" to see how you and your pet stack up against others in overall rankings of the 16 mini-games.

Pricing, Availability and System Requirements

LITTLEST PET SHOP VIPs will be available on retail shelves exclusively in the New York Metro area in 2007 beginning in mid-October as well as online at www.hasbrotoyshop.com and several mass market retailer websites such as Wal-Mart and Target.

A global retail launch, including 18 new VIPs, will follow in early 2008.

Pricing for LITTLEST PET SHOP VIPs is \$14.99 (MSRP) and includes a plush pet and exclusive access to the VIPs online world. For girls who want to "try before they buy," VIPs also includes a free, limited-play experience. Girls simply go to www.littlestpetshop.com where they will land at a VIPs Adoption Desk. By clicking on "Borrow a Pet" they are able to check out the virtual world before jumping in with four feet.

LITTLEST PET SHOP VIPs is both PC and Mac compatible. Systems must be equipped with a keyboard, mouse and monitor as well as an Internet connection, broadband recommended.

ABOUT LITTLEST PET SHOP

LITTLEST PET SHOP is a line of collectible mini-dolls aimed at tween girls and their zeal for nurturing and collecting. With more than 300 pets available to collect and cherish, girls simply can't get enough of these quirky, edgy and cute pals and the accompanying LITTLEST PET SHOP playsets and accessories that make the experience complete. Since its re-launch in 2005, LITTLEST PET SHOP brand has quickly become the fastest growing girl brand in the toy industry with more than 60 million pets sold. It is also one of the hottest licensed lifestyle properties among young girls. The brand's licensing program has almost tripled in the past year from 45 to 120 licensees across major categories from apparel and accessories to publishing, electronics, and room decor.

ABOUT HASBRO

Hasbro (NYSE: HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

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