



October 12, 2007

## **Hasbro Teams Up With My Gym and Channel M to Introduce the ROSE PETAL(TM) COTTAGE Collection from PLAYSKOOL**

### **ROSE PETAL Cottage 'Open Houses' at Select My Gym Locations Across the Country**

PAWTUCKET, R.I., Oct 12, 2007 (BUSINESS WIRE) -- Hasbro, Inc.'s (NYSE: HAS) PLAYSKOOL brand, together with My Gym Children's Fitness Center and leading out-of-home marketing company Channel M, will host Open House parties in ten My Gym locations across the country to introduce the ROSE PETAL COTTAGE collection on October 12th.

At the Open Houses, preschool girls are invited to play with the entire ROSE PETAL COTTAGE collection - a play environment where girls can pretend to have a home of their very own - in select My Gym's locations in New York, California, Illinois, Florida, Tennessee, Maryland, Texas, and Washington.

"Teaming up with My Gym is a natural fit given our established relationship with them. PLAYSKOOL and My Gym understand the importance of play as well as getting kids up and physically active. These open houses will give girls an opportunity to have real, hands-on experience with the Rose Petal Cottage Collection," said Angie Salem, Director of Marketing PLAYSKOOL.

"At My Gym we're always striving to bring the best and most creative programs to our children and the ROSE PETAL Cottage Open House parties are no exception," said Matthew Hendison, My Gym's chief officer, marketing and entertainment. "Thanks to PLAYSKOOL, we are thrilled to bring this very special and rewarding experience to our preschool girls around the country."

The first 30 girls to arrive at each Open House will receive a special ROSE PETAL COTTAGE picture frame. At the end of the weekend, one lucky winner from each location will receive the complete ROSE PETAL COTTAGE collection to take home. Each winner and her mother will be pictured on [www.my-gym.com](http://www.my-gym.com).

The ROSE PETAL COTTAGE collection provides prime real estate for imaginative role play that empowers girls to use their imaginations inside and around their own play space, featuring everything they need to role-play alone or with friends. Standing over four feet tall, the ROSE PETAL COTTAGE features a contemporary design, elegant two-sided printed fabric walls, curtains and easy storage anywhere.

The kid-sized cottage will be available for play at My Gym throughout the weekend as well as the:

- ROSE PETAL APPLIANCES - Collection includes a fiberboard sink with faucet and turning knobs, and a fiberboard washing machine with working door to get the laundry all clean.
- MAKIN' MUFFINS BAKING SET - The perfect accessory to the ROSE PETAL COTTAGE kitchen includes two fabric muffins with muffin tin, a wooden spoon and mixing bowl, a fabric apron and an oven mitt.
- ROSE PETAL NURSERY - Includes a fiberboard cradle and changing table and comes complete with a fabric changing mat so preschool girls can nurture their dolls.
- ROSE PETAL LOUNGE CHAIR - An inflatable chair covered in the delicate ROSE PETAL COTTAGE signature print fabric.
- SIP 'N CELEBRATE TEA SET (AVAILABLE SPRING '08) - Comes complete with tea kettle, fabric strawberry shortcake, glitter tea bags and serves four.
- COTTAGE CUDDLES NURSERY SET (AVAILABLE SPRING '08) - Comes complete with a fabric mobile that attaches to cradle, fabric photo frame with magnet to attach to cottage or to a regular fridge, wipes container and fabric baby wipes and adorable fabric baby doll.

## ROSE PETAL COTTAGE OPEN HOUSE LOCATIONS

Friday, October 12

My Gym Children's Fitness Center--22 W. 66th Street, New York, NY

My Gym Children's Fitness Center--2237 Ashley Oaks Circle, Wesley Chapel, FL

My Gym Children's Fitness Center--7512 Dr. Phillips Blvd, Orlando, FL

My Gym Children's Fitness Center--330 Franklin Road, Brentwood, TN

My Gym Children's Fitness Center--2080 York Road, Timonium, MD

My Gym Children's Fitness Center--1880 West Fullerton Ave, Chicago, IL

My Gym Children's Fitness Center--99 Main Street, Colleyville, TX

My Gym Children's Fitness Center--900 160th Avenue NE, Bellevue, WA

My Gym Children's Fitness Center-- 4821 Lankershim Blvd, Toluca Lake, CA

My Gym Children's Fitness Center--14444 Beach Blvd, Jacksonville, FL

About HASBRO, INC.

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

About CHANNEL M.

Channel M is the largest provider of out of home video in North America. We produce award-winning and cutting edge video content that engages and entertains each demographic specific to our retail and lifestyle venues. Our growing network of channels provides marketers the opportunity to reach a variety of demographics with television advertising, in-store signage, product integration and national promotions. Channel M's network includes 20,000 locations. Currently, Channel M is offering marketers access to 7,000 locations with monthly traffic of over 85 million. Channel M has offices in Los Angeles, New York, Detroit, Seattle, Minneapolis and Dallas and is a founding member of the "Out of Home Video Advertising Bureau". For more information please consult [www.channelm.com](http://www.channelm.com).

About MY GYM ENTERPRISES

Established in 1983, MY GYM Children's Fitness Center is the #1-ranking fitness center destination for children with over 170 locations domestic and 185 worldwide. For more than two decades, MY GYM has combined innovative, early physical education/pre-gymnastics classes with state-of-the-art facilities to empower children - ages 6 weeks through 13 years - by helping them acquire the skills, confidence and positive self-image needed to become healthy young adults. My Gym's award winning, structured, noncompetitive and age-appropriate classes enhance children's overall physical development through games, music, exercise, sports, gymnastics, puppets, special rides and fun! The children gain strength, balance, coordination, fine and gross motor proficiency, agility, flexibility and social skills. For more information, go to [www.my-gym.com](http://www.my-gym.com).

SOURCE: Hasbro, Inc.

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