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## **Division Doubles Its Licensing Portfolio in Support of the Fastest Growing Girls' Brand**

PAWTUCKET, R.I., Jun 18, 2007 (BUSINESS WIRE) -- HPG, the licensing division of Hasbro, Inc. (NYSE: HAS), today announced that its global licensing portfolio supporting LITTLEST PET SHOP, the fastest growing girls' brand in the toy industry(a) based on a line of cute and collectible pets, has doubled, from 45 deals to more than 90, in less than a year. This week, HPG will unleash select new LITTLEST PET SHOP lifestyle merchandise at the annual Licensing International Expo on June 19-21 in New York.

LITTLEST PET SHOP - with 60 million pets sold in the U.S. since its worldwide re-introduction in 2005 - is the leading playset theme figurine and accessories brand in its category, with more than 300 unique pets available to collect and cherish. Since its launch, the LITTLEST PET SHOP web site has welcomed 5.6 million unique visitors and nearly 1 million are tracking their pet collections online.

"Twins account for billions of dollars in consumer spending and the ever elusive tween girl is always a moving target," said Bryony Bouyer, senior vice president of marketing, HPG. "LITTLEST PET SHOP is stylish, hip, and completely adorable making it ideally suited to become a global powerhouse lifestyle brand among this coveted demographic. We refer to LITTLEST PET SHOP as 'lightning in a bottle' because it's truly an experience that immediately resonates and sticks with girls and that holds huge appeal with our licensees and retailers."

Currently, LITTLEST PET SHOP t-shirts, backpacks, stationery, activity and game books are selling very well at mass merchant and specialty chains, such as Claire's, Kohl's, Limited Too, Wal-Mart and Target. Building on this momentum, HPG has expanded the licensing reach of LITTLEST PET SHOP into 15 categories and doubled the number of deals inked in the past year from 45 to over 90. Avid fans will have no trouble finding their beloved critters scampering, hopping and crawling onto clothing, accessories, book pages, party goods, home decor, and craft activity sets in 2007 and beyond.

### **LITTLEST PET SHOP LIFESTYLE: COLLECTIBILITY, ADORABILITY, VARIETY**

Following are select categories and licensees already on board to bring fun, edgy and fashion-forward LITTLEST PET SHOP merchandise to the millions of tweens worldwide:

-- Apparel/Accessories: Fortune Fashions (graphic t-shirts), FAB Starpoint (bags/backpacks, watches), H.E.R. Accessories (costume jewelry, hair accessories), Berkshire Fashions (intimate apparel, hosiery, rain gear, cold weather accessories), CIE-DND (accessories), Carel (outerwear, underwear, nightwear)

-- Domestic & Housewares: Cosrich Group (bath accessories), FAB Starpoint (room accessories), Franco Manufacturing (bedding, rugs, sleeping bags), The Tin Box Company (lunch kits, storage containers), Marissa Hometextiles (bed linens, beach towels), K.E. Mathiasen (home furnishings)

-- Publishing: Scholastic (storybooks), Bendon Publishing (workbooks, coloring books), Reader's Digest (storybooks), Egmont International (storybooks, coloring books), Hemma Editions (storybooks, sound books, coloring books)

-- Electronics: Playworks (watches, clocks), New Link (cell phone accessories)

-- Paper Products: Stylus, Inc. (novelty pens, spray art studio kit), American Greetings (greeting cards, party goods), The Time Factory (wall and desk calendars), Trends International (posters and doodles), FAB Starpoint (novelty and back-to-school stationery, writing instruments), Cathasia (stationery gift)

-- Arts & Crafts: Darice, Inc. (foam craft activity sets), Elmer's Products (activity sets, markers), Jakks Pacific (art and activity sets)

-- Food & Beverage: Decopac, Inc. (cake decorating kits), Frankford Candy & Chocolate Co. (chocolates, gift sets), Hot Shots (confectionery)

-- Seasonal: PTI Group (seasonal baskets), Seasonal Specialties (ornaments, stockings), CSS Industries (Valentines, Easter egg wraps)

-- Sporting Goods: Cathasia

(a) Based on NPD Group data from January - April of 2007.

#### ABOUT LITTLEST PET SHOP

Launched in 2005, Hasbro's LITTLEST PET SHOP brand offers a variety of fun options for children, ages four and up, to choose their pets, as well as the look of their miniature pet wonderland. The "look is the hook"...the pets' appearance is distinctive with their large eyes and fun accessories. Pets have a bobble head and magnet to activate surprise features in the playsets and pet accessories. New playsets allow little girls to display and play with their collections or take them on the go.

#### ABOUT HPG

HPG, the licensing division of Hasbro, Inc., (NYSE:HAS), translates one of the industry's richest portfolios of brands into a world of fun and excitement for children and adults globally. Through a host of publishing, digital media, lifestyle and entertainment platforms, HPG is able to surround fans worldwide with consumer products that expand Hasbro's core brands, such as TRANSFORMERS, LITTLEST PET SHOP, MY LITTLE PONY, MONOPOLY, G.I. JOE, TONKA and PLAYSKOOL.

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