



LITTLEST PET SHOP 2018 PRODUCT DESCRIPTIONS

Adventures and surprises await LITTLEST PET SHOP fans this year with a new LITTLEST PET SHOP story featuring a pet-centric world. This Spring, new LITTLEST PET SHOP digital shorts will be released leading up to a new series launching this Fall, featuring a cast of new pets, new locations and exciting adventures.

Fans can collect over 350 pets and build out a world of their own with playsets and collections inspired by this new world. Collect even more fun themed collections, like the FROSTING FRENZY or COSMIC POUNCE along with various sized pets at different scales, including the adorable teensie-scale pet. LITTLEST PET SHOP fans will love to collect a wide range of pets with larger than life personalities!

Fans can further express their personal style with the LITTLEST PET SHOP brand's global licensing program that features licensees across major categories at retail including apparel, accessories, and publishing.

New LITTLEST PET SHOP products for Spring 2018 include:

LITTLEST PET SHOP PET PACK Assortment

(Ages 4 years & up/Approx. Retail Price: \$14.99/Available: Spring 2018)

The LITTLEST PET SHOP PET PACK assortment is an instant collection of adorable pets for any LITTLEST PET SHOP fan. Kids will love to collect an array of pets, both big and small! Each LITTLEST PET SHOP PET PACK assortment includes an assortment of classic-scale, mini-scale, and teensie-scale pets and a special hidden surprise, a LITTLEST PET SHOP SCRAPPER pet! Collect the MISCHIEF PALS or DIVA SQUAD in the spring, or the LITTLE LUCKIES pack in the fall. Each pack sold separately. Available at most major retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP MINI PLAYSET Assortment

(Ages 4 years & up/Approx. Retail Price: \$14.99/Available: Spring 2018)

The LITTLEST PET SHOP MINI PLAYSET assortment is the ultimate place for kids to play out their favorite adventures! Inspired by the LITTLEST PET SHOP digital shorts, kids will love having their pets take selfies in the FLASHY PHOTO BOOTH set or camping under the stars with the COZY CAMPER set. With each playset and fun pets and accessories, there are endless stories to be told! Each playset includes one classic-scale pet, one teensie-scale pet and themed accessories. Each playset sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP PET PAIRS Assortment

(Ages 4 years & up/Approx. Retail Price: \$4.99/Available: Spring 2018)

Create big adventures with this pair of friends with the LITTLEST PET SHOP PET PAIRS assortment. These adorable pairs are ready to take on their next adventure with their favorite pal by their side! Kids can imagine the cat giving kitty a bath or the sheep giving its friend a haircut with the fun themed accessories! Each LITTLEST PET SHOP PET PAIRS assortment comes with one classic-scale pet, one teensie-scale pet and themed accessories. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP PET CREW PACK Assortment

(Ages 4 years & up/Approx. Retail Price: \$9.99/Available: Spring 2018)

Collect some of the cutest LITTLEST PET SHOP crews with the LITTLEST PET SHOP PET CREW PACK assortment. Fans will love to go on a snowy adventure down the slopes with the SNOWBOARDING KITTY CREW or watch a fun family movie with the MOVIE NIGHT TURTLE CREW; keep an eye out for a special hidden surprise LITTLEST PET SHOP SCRAPPER pet! Each LITTLEST PET SHOP PET CREW PACK assortment comes with two classic-scale pets, one mini-scale pet, and two adorable teensie-scale pets along with themed accessories. Each pack sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP BOBBLE HEAD PLUSH Assortment

(Ages 4 years & up/Approx. Retail Price: \$9.99/Available: Spring 2018)

The beloved, signature bobble head action is brought to life in the LITTLEST PET SHOP BOBBLE HEAD PLUSH assortment! These adorable characters have heads that wobble and bobble right in the palm of your hand! LITTLEST PET SHOP BOBBLE HEAD PLUSH assortment pets are styled with small bodies and large bobble heads that do a little wiggle. Collect up to eight of your favorite characters throughout the spring and fall inspired by the LITTLEST PET SHOP television series to create new stories. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP CLIP-A-PET Assortment

(Ages 4 years & up/Approx. Retail Price: \$5.99/Available: Spring 2018)

Collect all eight of the adorably cute LITTLEST PET SHOP PLUSH CLIP-A-PET assortment to take your favorite pet with you on the go! These soft, plush pets can clasp onto a bag, backpack, or each other! Squeeze their legs to open their arms, and clip on to anything that will fit between their soft, little paws! Show off your LITTLEST PET SHOP love by collecting all the characters and clipping them to each other to create the most adorable hug you've ever seen! Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP 3-PET COLLECTION PACK Assortment

(Ages 4 years & up/Approx. Retail Price: \$4.99/Available: Spring 2018)

What happens when a group of pet pals decides to visit the salon and try some wild hair tints? Kids will love finding out with the LITTLEST PET SHOP 3-PET COLLECTION PACK assortment! Imagine these three pals decided to experiment and change their hair color with a bright dye job! These pets will really stand out in the crowd with their fun-lovin' looks! Each LITTLEST PET SHOP 3-PET COLLECTION PACK assortment features three colorful mini-scale pets. Each pack sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com

LITTLEST PET SHOP MINI 2-PACK Assortment

(Ages 4 years & up/Approx. Retail Price: \$3.49/Available: Spring 2018)

Create big adventures on a small scale with the adorable mini pets in the LITTLEST PET SHOP MINI 2-PACK assortment! Each pack comes with two mini-scale pets, one kept a surprise until you open it! These pairs come in twosomes from their same breed, such as Turtle & Gecko, Raccoon & Mouse and more. Collect all 25 2-packs, each sold separately. Available at Walmart and Walmart.com.

LITTLEST PET SHOP BLIND BOX Assortment

(Ages 4 years & up/Approx. Retail Price: \$2.49/Available: Spring 2018)

Fans won't know which new pet they will collect next with the LITTLEST PET SHOP BLIND BOX assortment! Each blind box contains one teensie-scale pet with its cozy habitat that snaps onto a clip with a key or themed charm! Kids can proudly wear their latest pet as a clip-style charm or as a locket style habitat. Each habitat feature a hook loop and flat base, making them an instant fun accessory! Kids will love trying to collect all 72 new pets this year! Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP FROSTING FRENZY SPECIAL COLLECTION

What could be yummiier than a special collection of pets designed to resemble tasty treats? Fans can collect and mix and swirl chocolate, vanilla or strawberry flavors with the LITTLEST PET SHOP FROSTING FRENZY SPECIAL COLLECTION. This special collection is sweet and crave-able and sprinkles some fun into any LITTLEST PET SHOP collection!

New LITTLEST PET SHOP FROSTING FRENZY SPECIAL COLLECTION products for Spring 2018 include:

LITTLEST PET SHOP FROSTING FRENZY PET Pack

(Ages 4 years & up/Approx. Retail Price: \$19.99/Available: Spring 2018)

Collect the latest collection of sweet pets with the LITTLEST PET SHOP FROSTING FRENZY PET pack. All 13 TEENSIE pets are adorned in sparkly deco with fun frosting themes, complete with their own cozy habitat! Keep an eye out for a hidden teensie-scale pet and habitat in the mix! Kids can proudly wear their flavorful pet as a ring by attaching the teensie-scale pet's habitat and charm to the included ring base. The LITTLEST PET SHOP FROSTING FRENZY PET pack includes 13 teensie-scale pets, four wearable habitats, and two ring bases. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP FROSTING FRENZY FRIENDS Pack

(Ages 4 years & up/Approx. Retail Price: \$9.99/Available: Spring 2018)

Kids will love adding all new sweet flavors to their LITTLEST PET SHOP collection with the LITTLEST PET SHOP FROSTING FRENZY FRIENDS pack! This special set of pets includes four mini-scale pets and four teensie-scale pets in a different flavor theme. All eight pets feature glittery deco in different sweet flavors like chocolate, vanilla, or strawberry. Mix and match different frosting flavors and sprinkle designs for endless sweet treat combos! Keep an eye out for a hidden surprise in the mix! Kids will love to collect all three assortments, each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP FROSTING FRENZY BFFs Assortment

(Ages 4 years & up/Approx. Retail Price: \$3.49/Available: Spring 2018)

The LITTLEST PET SHOP FROSTING FRENZY BFFS assortment are best buds that share adorably sweet frosting themed deco. Kids can collect each friend or mix and match their body color – either in vanilla, chocolate or strawberry. Each assortment comes with two mini scale pets each featuring colorful sweet treat patterns. Kids will love to collect all four colorful assortments, each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

New LITTLEST PET SHOP products for Fall 2018 include:

LITTLEST PET SHOP TR'EATS TRUCK Playset

(Ages 4 years & up/Approx. Retail Price: \$29.99/Available: Fall 2018)

Who's ready for some food truck frenzy fun? Inspired by the LITTLEST PET SHOP television series, the LITTLEST PET SHOP TR'EATS TRUCK playset is ready to hit the road with TRIP HAMSTON, the cheese-lovin' owner, behind the wheel and two other pet pals. Pets can order at the counter then hang out on the rooftop tube terrace while TRIP HAMSTON prepares food in the kitchen. Order up! When the food is ready, TRIP HAMSTON sends the food up on the rotating food wheel. When everyone is fed and happy, the pets can hop in the front seat or inside the wheels to drive to the next stop. LITTLEST PET SHOP TR'EATS TRUCK playset can carry up to 30 pets of different sizes, adding onto the fun! LITTLEST PET SHOP TR'EATS TRUCK playset includes three pets and 20 fun food-themed accessories. Other pets sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP CAT HIDEAWAY Playset

(Ages 4 years & up/Approx. Retail Price: \$19.99/Available: Fall 2018)

The LITTLEST PET SHOP CAT HIDEAWAY playset is the ultimate hang out spot for your LITTLEST PET SHOP felines! Inspired by the LITTLEST PET SHOP television series, this playset offers multiple levels for play and catnaps. Kitties can play with the hanging toys or relax in the colorful cubes and cubbyholes for a cozy spot that's all their own. LITTLEST PET SHOP CAT HIDEAWAY playset includes one pet and themed accessories such as yarn balls and feathers. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP FANCY FLUTTERS Set

(Ages 4 years & up/Approx. Retail Price: \$19.99/Available: Fall 2018)

Meet the BUTTERFLEW family! This collection of premium butterfly pets, including one caterpillar, feature eye-catching colors large bendable wings to play out magical stories. Display each pet on their leafy green stem to see the gorgeous BUTTERFLEW family together! Watch as the baby caterpillar emerges from its cozy cocoon ready to become a butterfly. Kids can accessorize each pet with the included colorful accessories. LITTLEST PET SHOP FANCY FLUTTERS set includes

two classic-scale pets, three mini-scale pets, one teensie-scale pet, display stand and eight themed accessories. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP PREMIUM PET Assortment

(Ages 4 years & up/Approx. Retail Price: \$6.99/Available: Fall 2018)

You won't be able to miss these fabulously flashy pets in the new LITTLEST PET SHOP PREMIUM PET assortment. This supremely colorful assortment of classic-scale pets features premium deco, bold new colors and special design elements such as flexible wings, rooted hair, or a fabric tail! Fans can collect all five pets and take their stories to fabulous new heights! Each LITTLEST PET SHOP PREMIUM PET comes with one pet, themed display stand and accessories. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP HUNGRY PETS Assortment

(Ages 4 years & up/Approx. Retail Price: \$4.99/Available: Fall 2018)

Embrace your inner foodie with the LITTLEST PET SHOP HUNGRY PETS assortment. This assortment of adorably scrumptious classic-scale bobble head pets comes wearing a delicious food themed costume in a fun pet food can with a themed accessory. Just pop the top to see your tasty surprise! Kids will love collecting all 10 pets this fall. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP COSMIC POUNCE SPECIAL COLLECTION

Kids will love the latest out of this world collection! LITTLEST PET SHOP COSMIC POUNCE SPECIAL COLLECTION features each pet adorned with a supernova swirl of deco in cosmic-toned colors and a galaxy deco that resembles a starscape. In the fall, keep an eye out for 40 collectible pets that are from another galaxy! The LITTLEST PET SHOP COSMIC POUNCE SPECIAL COLLECTION adds a trendy array of cosmic colors to any LITTLEST PET SHOP collection!

New LITTLEST PET SHOP COSMIC POUNCE SPECIAL COLLECTION products for Fall 2018 include:

LITTLEST PET SHOP COSMIC POUNCE COLLECTION PACK

(Ages 4 years & up/Approx. Retail Price: \$19.99/Available: Fall 2018)

Collect the latest "out of this world" pet collection with the LITTLEST PET SHOP COSMIC POUNCE COLLECTION pack. This collection of 11 stunning pets comes with four classic-scale pets and seven TEENSIE pets, each sporting their very own galaxy deco! LITTLEST PET SHOP fans will be over the moon when they see the classic-style pets glow in the dark! Don't miss the sparkly surprise teensie-scale pet hidden inside a wearable star-shaped habitat. The LITTLEST PET SHOP COSMIC POUNCE COLLECTION pack is a truly stellar way to start, or add to, any LITTLEST PET SHOP collection! Pack includes eleven pets, premium gold habitat with clip, and key. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP COSMIC POUNCE FRIENDS Assortment

(Ages 4 years & up/Approx. Retail Price: \$9.99/Available: Fall 2018)

Kids will love adding cosmic colors and patterns to their LITTLEST PET SHOP collection with the LITTLEST PET SHOP COSMIC POUNCE FRIENDS pack! All seven pets, including four mini-scale pets and three TEENSIES, feature a unique galaxy deco that resembles a starscape. One very special member of the group features glitter deco and a celestial design that glows in the dark! Kids can collect each assortment to get all three premium pets in the MOON, MARTIAN, and BLACK HOLE packs. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP COSMIC POUNCE 2-PACK Assortment

(Ages 4 years & up/Approx. Retail Price: \$3.49/Available: Fall 2018)

The LITTLEST PET SHOP COSMIC POUNCE 2-PACK assortment offers an adorable duo of supernova swirl pals! These cute friends are known for their stellar galactic looks! Kids will have a blast collecting all four packs of otherworldly animals destined for out-of-this-world adventures. Each pack includes two mini-scale pets; each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP LUCKY DOZEN Assortment

(Ages 4 years & Up/ Approx. Retail Price: \$14.99/ Available: Fall 2018)

A dozen delightful pets in a food-themed package? It’s an instant collection! One package shows delicious-looking donuts, while the other is adorned with scrumptious cupcakes. Each pack includes 3 Classic-, 5 Mini-, and 4 Teensie-scale figures – and 3 of these are mystery pets! The Donut-themed set also features a Classic-scale kitty with very special deco, while the Cupcakes set boasts a hippo with a glittery “frosting” accent. A sweet way to start – or add to – any LPS collection. Available at most toy retailers nationwide and HasbroToyShop.com.

LITTLEST PET SHOP LUCKY DOZEN Assortment

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