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FashionPlaytes and Hasbro Present LITTLEST PET SHOP Design- Studio

Online Design Experience Offers Girls a Fun and Innovative Way to Create Their Own Clothing, Now with Exclusive Littlest Pet Shop Designs

PAWTUCKET, R.I.--(BUSINESS WIRE)-- FashionPlaytes, the leading online clothing design experience for girls age 5-12, together with [Hasbro, Inc.](#), announced today the launch of the [LITTLEST PET SHOP Design Studio](#), available exclusively through [FashionPlaytes.com](#). The design studio is an innovative experience where girls can create their own fashions and have them produced to wear. Through this agreement, girls can now add exclusive LITTLEST PET SHOP branded graphics to their creations.

"LITTLEST PET SHOP is one of the hottest lifestyle properties with tween girls, and we're thrilled to be teaming up with Hasbro to provide a unique way to interact with a favorite brand", said Sarah McIlroy, CEO of FashionPlaytes. "We're dedicated to providing girls with a safe, fun outlet to explore their creativity and design clothes they love to wear. The LITTLEST PET SHOP Design Studio will enhance their experience."

FashionPlaytes allows girls to express themselves in a whole new way and has been recognized as a top holiday gift for 2011. THE LITTLEST PET SHOP Design Studio is available exclusively through [FashionPlaytes.com](#) and includes a variety of customizable clothing options — from t-shirts and hoodies to fleeces and dresses — as well as backpacks and doll clothes. The exclusive designs provide thousands of new combinations for girls to interact with LITTLEST PET SHOP in an entirely different way.

"We're thrilled to be collaborating with FashionPlaytes to develop the LITTLEST PET SHOP DESIGN STUDIO. The team at FashionPlaytes has created an amazing design studio that truly combines Hasbro's vision of creating immersive consumer experiences with our focus on fashion," said Simon Waters, Senior Vice President, Global Brand Licensing and Publishing at Hasbro. "Girls can now be their own fashion designers, bringing their LITTLEST PET SHOP creations to life with FashionPlaytes."

About [FashionPlaytes.com](#)

[FashionPlaytes.com](#) is the leading clothing design experience for girls ages 5-12 that invites girls to create clothing they love to wear. With millions of design combinations, [FashionPlaytes.com](#) offers a fun, creative outlet for self-expression and engaging shared experiences. Launched in 2009, [FashionPlaytes.com](#) is funded by a number of top-tier investors including Fairhaven Capital, New Atlantic Ventures, Launch Capital, and Golden Seeds.

For more information, please visit [www.fashionplaytes.com](#).

About Hasbro

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is [www.hubworld.com](#). The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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