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Hasbro to Open Doors of the LITTLEST PET SHOP VIPs Boutique in Manhattan Allowing Girls to Step into the World of the Just-Released VIPs -- Virtual Interactive Pets

Girls to Join "The Cuddliest Pets on the Net" for the Ultimate LITTLEST PET SHOP Pop-Up Store Experience

PAWTUCKET, R.I.--(BUSINESS WIRE)--Oct. 15, 2007--Hasbro, Inc. (NYSE: HAS), will open the doors of a LITTLEST PET SHOP VIPs Boutique in New York City for eight days beginning on October 18, 2007. The "pop-up" store experience will celebrate Hasbro's newly-launched LITTLEST PET SHOP VIPs (Virtual Interactive Pets), a line of adorable plush pets that each have a unique code to unlock a rich online virtual world for girls to explore and "live" in with their VIPs pets. The LITTLEST PET SHOP VIPs Boutique will send girls on an immersive journey that blends real and virtual world activities from playing games and winning cool prizes to exploring the environment and meeting other LITTLEST PET SHOP fans. The LITTLEST PET SHOP VIPs Boutique will be located at 587 Fifth Avenue and will be open to the public from October 18-21 and October 25-28.

Since its re-launch in 2005, LITTLEST PET SHOP has become the fastest growing brand in the toy industry among girls*, with more than 60 million pets sold. The LITTLEST PET SHOP VIPs Boutique is a brick-and-mortar reflection of the VIPs virtual world and designed to celebrate the brand's fan base which boasts millions of girls who simply can't get enough of the quirky, edgy and cute collectible pets.

"The LITTLEST PET SHOP VIPs Boutique will be a dream come true for LITTLEST PET SHOP fanatics," said Valerie Jurries, vice president of marketing for Hasbro's girls brands. "Pop-up stores are all about creating the unexpected and that is exactly what we're doing for the avid and loyal LITTLEST PET SHOP girls. The experience will mark the first time that girls can actually step into the LITTLEST PET SHOP world and see it unfold through the eyes of their pets. It's going to be an unforgettable event."

Like its online counterpart, the LITTLEST PET SHOP VIPs Boutique will allow girls to venture through the VIPs world participating in various events and collecting or winning "Kibble" currency which can be redeemed in the store for special prizes. The look and feel of the pop-up boutique environment will also mimic the online world by surrounding girls with vivid colors and sassy elements germane to the LITTLEST PET SHOP brand adding bursts of whimsy and fun to the overall experience. The LITTLEST PET SHOP VIPs Boutique will also include Internet kiosks where girls can get hands-on play time with the digital plush pets. The LITTLEST PET SHOP VIPs along with select licensed goods will also be available to purchase at the venue. The boutique's hours are October 18-20 and October 25-27 from 9:00 a.m. - 9:00 p.m. and October 21 and October 28 from 9:00 a.m. - 7:00 p.m.

ABOUT LITTLEST PET SHOP VIPs ... "The Cuddliest Pets on the Net"

The LITTLEST PET SHOP VIPs line was introduced earlier this month as a collection of five different pets (panda, turtle, cat, dog and penguin) to the New York metro market as well as online retailers. Each of the cuddly, plush pets bear a unique code on its collar that unlocks a virtual world, at www.littlestpetshop.com, where tween girls can interact with their plush pal's digital counterpart, and explore a dynamic online VIPs destination jam packed with fun games and activities.

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 and test their skills 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.

A global retail launch of LITTLEST PET SHOP VIPs, which will include an additional 18 pets, is scheduled for early 2008. Each LITTLEST PET SHOP VIP plush pet retails for approximately \$14.99 and includes exclusive access to the VIPs virtual world which is continuously evolving with new and exciting elements.

ABOUT LITTLEST PET SHOP

The LITTLEST PET SHOP property began as 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, the LITTLEST PET SHOP brand has quickly become the fastest growing brand among girls 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 nearly tripled in the past year from 45 to 120 licensees across major categories from apparel and accessories to publishing, electronics, and room decor. More information about the LITTLEST PET SHOP can be found at www.littlestpetshop.com.

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.

*In dollar growth through 2006. Source: NPD

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