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Hasbro Continues to Flex Its Global Brand Muscle with New Licensing Deals Behind Its Core Toy and Game Properties

TRANSFORMERS Leads Division's Push Across All Hasbro Brands in Key Categories

PAWTUCKET, R.I.--(BUSINESS WIRE)--Feb. 12, 2007--HPG, the licensing team of Hasbro, Inc. (NYSE: HAS), comes to the 2007 American International Toy Fair with more than 200 licensing deals inked worldwide for its TRANSFORMERS brand as the world continues to gear up for the highly anticipated live-action TRANSFORMERS movie release this summer. Adding to the excitement of OPTIMUS PRIME invading the silver screen, HPG has also signed several significant agreements across other multiple toy and game properties such as MY LITTLE PONY, LITTLEST PET SHOP, PLAYSKOOL and MONOPOLY. The division's ongoing strategy to expand and build global lifestyle brands will bring innovative products to market that touch virtually every aspect of consumers' lives from publishing to digital media, apparel, accessories, home decor, food and beverage, and party goods.

"Coming off a banner year for the toy industry, we will keep that momentum rolling on the licensing front and TRANSFORMERS will certainly lead that charge in 2007," said Jane Ritson-Parsons, president of HPG. "As we move toward the Hollywood film release on July 4, hundreds of TRANSFORMERS-licensed products are already in production and will start rolling out onto store shelves beginning this June. We're also keenly focused on and continue to make major strides in building out our brands through new and traditional licensing channels across multiple categories that will translate into thousands of fun, hip, delicious, fashionable and festive products showcasing all core Hasbro toy and game properties in 2007."

TRANSFORMERS: COMING TO SCREENS OF ALL SIZES AROUND THE WORLD

The live-action TRANSFORMERS movie from DreamWorks Pictures and Paramount Pictures has produced a massive ground swell of licensing deals across every category around the globe. To date, HPG has signed more than 200 agreements in 70 countries that will blanket the worldwide market with TRANSFORMERS-branded products offering something for fans of all ages. Global deals with Activision and Glu Mobile will bring the giant robots to life in the form of digital games for current and next generation consoles, handheld platforms and mobile phones this summer. Under a pending license, KidDesigns, Inc. would also introduce cutting-edge electronics such as educational products, calculators and flashlights. On the publishing front HarperCollins will unveil more than a dozen items ranging from picture books to sticker books, coloring and activity books, and junior and graphic novels. Rounding out the enormous TRANSFORMERS licensing lineup are a multitude of product categories including apparel, footwear, food and beverage, paper products, domestics, automotive, health and beauty, and cards/stationery. Consumers can expect to see highly innovative goods from licensees who are truly embracing the "More than Meets the Eye" theme of TRANSFORMERS.

DIRECT-TO-RETAIL: EXPANDING ON A WINNING FORMULA

Leading new deals in the direct-to-retail category is a pending alliance with Steve & Barry's University Sportswear to place 12 popular Hasbro properties on apparel such as T-shirts, hooded sweatshirts, casual bottoms and outerwear for all ages in the chain's 140 stores across the country supported by innovative in-store and cross-promotional programs. Additionally, Hasbro will also expand upon the successful launch of the PLAYSKOOL-branded baby care product line at CVS/pharmacy stores nationwide by introducing new items in spring 2007 and beyond.

LITTLEST PET SHOP: BUILDING A TWEEN LIFESTYLE BRAND

Hasbro continues to expand its array of collectible pets with more than 55 new licenses supporting the LITTLEST PET SHOP brand. LITTLEST PET SHOP - 45 million pets strong within two years of its introduction worldwide -- is the leading collectible doll in its category among tween girls with more than 300 unique pets available to collect and cherish. Currently, LITTLEST PET SHOP T-shirts, activity and game books are flying off shelves at mass merchant chains and McDonald's recently acknowledged the brand as a top Happy Meal Promotion performer in the U.S. with a European promotion in negotiation for

2007. Building on this strong foundation, HPG will ensure that avid LITTLEST PET SHOP fans will find their beloved critters continuing to scamper, hop and crawl onto book pages, clothing and accessories with partners such as Scholastic, Bendon Publishing, and Fab/Starpont among others. International licensees include Egmont, Tennessee, The Cookie Company, K.E. Mathiasen and Cathasia.

TONKA: 60 YEARS AND GETTING YOUNGER

TONKA hits its 60-year mark this fall and shows no signs of running out of gas anytime soon. This year's licensing program efforts will focus largely on seeking and inking deals that support the TONKA baby and juvenile products by introducing the timeless line of bright yellow vehicles in new and innovative ways to young boys worldwide. Tapping the traditional TONKA line, HPG is currently working with a wide variety of licensees to create products that span a range of categories from digital games from THQ to publishing with Scholastic and home goods by Delta Enterprises, The Betesh Group and Franco Manufacturing, many of which will leverage the diamond anniversary celebration.

MY LITTLE PONY: YOUNG GIRLS KEEP THINKING PINK AND CELEBRATING GIRLHOOD

The legion of devoted fans in the MY LITTLE PONY world will continue to grow throughout 2007 as MY LITTLE PONY LIVE! The World's Biggest Tea Party continues its North America tour stopping in 40 cities to dazzle and entertain little girls and their moms with the 90-minute interactive musical production. Since the brand's re-launch in fall 2003, more than 40 million ponies have won the hearts of young girls who just can't get enough of PINKIE PIE and friends. Adding to the exciting entertainment lineup are matinee showings of MY LITTLE PONY: A VERY PONY PLACE by Kidtoon Films in theaters across the country as well as a McDonald's Happy Meal promotion later this year.

As the MY LITTLE PONY brand approaches its 25th birthday, HPG is focused on enhancing its existing relationships with HarperCollins, American Greetings, General Mills, Hemma, Redan, Smith and Brooks and Carel as well as expanding its portfolio of 175 licensees to continue to create products in key categories such as apparel, publishing, digital media, food/beverage, paper goods/stationery and home decor.

HASBRO GAMES: ROLLING, SCROLLING, SPINNING AND SCRATCHING TO WIN

As a result of the overall resurgence in playing board games, fresh versions of classics such as MONOPOLY HERE & NOW have spurred the enormous success of a mobile version of the game created by Glu Mobile as well as a national promotional campaign with McDonald's that leveraged the popularity of the new edition.

HPG also recently extended its reach into non-traditional channels through a global agreement with Scientific Games to bring 19 of Hasbro's brands to a wide range of lottery platforms including instant and pull-tab tickets, on-line terminal generated games, mobile, Internet and interactive TV. Board game properties to be showcased as part of the agreement include MONOPOLY, BATTLESHIP, CLUE, YAHTZEE, SCRABBLE (U.S. and Canada only), and THE GAME OF LIFE, among others. In addition, HPG has relationships with WMS Gaming and GTECH, both of which place Hasbro brands such as MONOPOLY and THE GAME OF LIFE in casino gaming environments.

On the digital media front, the DUNGEONS & DRAGONS-inspired and licensed NEVERWINTER NIGHTS 2 PC title from Atari Interactive continues to be a heralded role playing game experience opening the door for new generations of consumers to enter the rich fantasy world of heroes and monsters that has entertained fans for more than 30 years. For the more casual gamer, HPG's alliance with RealNetworks has brought online versions of popular properties such as MONOPOLY and SCRABBLE (U.S. and Canada only) to RealArcade with more on the way including YAHTZEE, CLUE and THE GAME OF LIFE as well as TRIVIAL PURSUIT in Europe. Through an agreement with Encore Software, HPG has even further expanded key board game brands with PC game launches of MONOPOLY and SCRABBLE late last year followed by YAHTZEE, CLUE and the GAME OF LIFE due out in 2007 in the U.S.

ABOUT HPG

HPG, the licensing team 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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