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Hasbro Raises the Curtain on a Broad Range of Entertainment Experiences for the Entire Family

PAWTUCKET, R.I.--(BUSINESS WIRE)--Feb. 5, 2007--Hasbro, Inc. (NYSE: HAS) kicks off the excitement of New York's annual American International Toy Fair (February 11-14) with the introduction of a host of exciting and innovative toys and games -- along with products outside the traditional toy and game arena -- designed to provide a variety of fun and unique entertainment experiences for all members of the family.

Among the highlights in the more traditional Hasbro categories: some seriously cool boys action products based on the upcoming summer movie blockbusters--the live-action TRANSFORMERS feature film, set to release on July 4, and SPIDER-MAN 3 premiering on May 4; the latest, highly realistic "hatching" from the FURREAL FRIENDS team...SQUAWKERS MCCAWE, an interactive parrot and the follow-up to the successful BUTTERSCOTCH pony; and NET JET, an instant online game system just for teens. Proving that classics never go out of style, Hasbro celebrates the TONKA brand's 60th anniversary with an all new developmental product, the WHEEL DRIVERS SCOOT N' SCOOP 3-in-1 Ride On, and gives game players a whole new way to play classics in the GAME OF LIFE TWISTS AND TURNS and TWISTER MOVES HIGH SCHOOL MUSICAL EDITION.

Since entertainment can take many shapes and forms, Hasbro is using its expertise in the music and technology area and bringing to market two highly unique products that stretch beyond toy and game boundaries: TOOTH TUNES - first introduced last fall in New York -- is now available nationally. This revolutionary tooth brush uses a safe and patented technology to transmit songs and music vibrations through the teeth, which are then heard in the inner ear. Also making its debut this year is the ultra cool POWER TOUR Electric Guitar from Tiger Electronics and Gibson Guitar that lets guitar fans learn to pound out power cords, shred leads and rock right out of the box.

"Hasbro is committed to bringing to market great products that leverage the latest technologies through our incredible portfolio of brands," said Brian Goldner, Hasbro's chief operating officer. "In addition, Hasbro continues to open entirely new categories through innovation inspired by consumer insights and our quest to provide a wide variety of entertainment for the entire family."

Highlights include:

- TIGER ELECTRONICS
- TOOTH TUNES

Brushing your teeth is about to feel - and sound - better than ever as Tiger Electronics delivers on its promise of product innovation with the revolutionary TOOTH TUNES, a brand new toothbrush featuring proprietary technology that will encourage people of all ages to brush for two full minutes - the amount of time generally recommended by dentists. TOOTH TUNES' safe and patented technology transmits songs and music vibrations through the teeth, which are then heard in the inner ear. Users will hear two full minutes of the hottest music from today's biggest stars, which will keep them brushing. Hasbro will introduce up to 20 different versions of TOOTH TUNES this spring, each featuring a hit song. Kids can choose from a variety of their favorite tunes, the first wave to hit store shelves includes: All Star, Smashmouth; Get'cha Head in the Game, B5 from the High School Musical soundtrack; Best of Both Worlds, Mylie Cyrus / Hannah Montana; We're All in this Together, from the High School Musical soundtrack; The Party's Just Begun, The Cheetah Girls; Kiss The Girl, Ashley Tisdale. For updates on new TOOTH TUNES releases visit www.toothtunes.com. (Approximate retail price \$9.99; Available nationwide in February 2007. Three AAA batteries are included.)

POWER TOUR Electric Guitar

Turn It On, Turn It Up, Rock Out™! With the POWER TOUR Electric Guitar, guitar fans can learn to pound out power cords, shred leads and rock right out of the box! Featuring four different modes - 'jam,' 'learn,' 'band' and 'speaker' - music enthusiasts can choose to learn how to play the 12 pre-loaded songs or plug in an MP3 player and jam along to their favorite playlist. Once a song is selected, tweens simply follow along to the lights - the POWER TOUR Electric Guitar will 'light' the way

to where fingers should be placed so tweens can play at their own speed, hitting the right notes at the right time. As players learn, they can select from rock songs of increasing difficulty, and even change the guitar's sound to 'metal,' 'punk,' 'digital,' or 'indie.' Featuring authentic guitar sounds and classic "Gibson" styling, the POWER TOUR Electric Guitar boasts lots of really cool guitar features including strum bar, palm mute bar, input/output jacks, touch sensors, multicolored LED lights and dual function knobs. Tweens have never rocked this hard, this easy! Four "AA" batteries are required but not included. (Approximate retail price: \$69.99; Ages 10 years & up; Available: August 2007)

I-CY

What's black and white and cool all over? I-CY, the performing penguin! The newest - and 'chillest' - interactive music companion in the popular I-DOG family, I-CY loves to 'dive' into music of all kinds: rock, punk, rap, hip-hop and more! Using the included dual ended cable, plug I-CY into the headphone jack of any standard music system and music will broadcast through a built-in speaker. Whether users plug I-CY into a hand-held music system or simply sit it in front of a speaker I-CY will flap its flippers and rock side to side with the rhythm of the song. Watch I-CY's belly light up with delight as it moves and grooves to the music. To keep this penguin pal happy and groovin' give it lots of music and interaction - but watch out, you can make I-CY mad (and mute your music) by pressing its tail! Three AAA batteries are required, but not included. (Approximate retail price \$19.99; Ages 8 years & up; Available: Spring 2007)

TIGER GAMES

NET JET

NET JET, an instant online casual game system from Tiger Electronics, offers tweens a power-packed system of 40 wildly fun and challenging online games in a "gated" environment that is free of banner and pop-up ads. NET JET is designed to give kids quick, easy access to a diverse lineup of engaging online games experiences with titles such as SUPER SOAKER Water Fight, to Marble Blast XP to MISSION PAINTBALL. The NET JET system is comprised of two main components--the controller, which means kids don't need a keyboard to play NET JET games, and the game keys, which unlock the content library. Kids simply plug the NET JET system controller into a computer USB port, insert a game key and are instantly launched into the online game experience of their choice. There are 10 "Feature" game keys that can be purchased at retail. For each Feature game key purchased players can select three "Choice" games from a list of 30 and add them to their key at no additional cost. (Approximate retail price \$24.99 for the controller and a demo key, \$14.99 for feature game keys, each sold separately; Ages 6 years & up; Available: February 2007 in New York; nationwide in Fall 2007)

BOYS

OPTIMUS PRIME VOICE CHANGER HELMET

Our world will be changed forever on July 4 when an alien race of robots make Earth their final battleground in DreamWorks Pictures and Paramount Pictures' live-action feature film TRANSFORMERS. Fans of all ages will witness the legendary struggle of the AUTOBOTS versus the DECEPTICONS, which has captivated kids and kids at heart since it was first introduced to the world in 1984. The OPTIMUS PRIME VOICE CHANGER HELMET allows kids to "become" the AUTOBOTS leader hero, OPTIMUS PRIME, and sound like a TRANSFORMERS robot for the first time! The OPTIMUS PRIME VOICE CHANGER HELMET features 3 modes: VOICE CHANGER: Make your voice sound like a robot; BATTLE PHRASES: OPTIMUS PRIME speaks iconic phrases; CONVERSION SOUNDS: Hear OPTIMUS PRIME change from a truck to a robot and back! (Approximate retail price \$29.99; Ages 5 & up; Available: June 2007)

SPIDER-MAN DELUXE SPINNING WEB BLASTER

Columbia Pictures' Spider-Man™ 3 reunites the cast and filmmakers from the first two blockbuster adventures for a web of secrets, vengeance, love, and forgiveness that will transport worldwide audiences to thrilling new heights on May 4, 2007. For kids who love to pretend they are Peter Parkers alter ego, Hasbro delivers the most realistic web-slinging experience ever with the DELUXE SPINNING WEB BLASTER. The amazing web blaster creates spiral webs with special web fluid. The blaster can also blast water. Included is one can of web fluid, with refills available separately. (Approximate retail price \$24.99, refills \$5.99; Ages 5 & up; Available: Spring 2007)

STAR WARS 30th ANNIVERSARY COIN ALBUM

To kick-off the Star Wars 30th Anniversary celebration, Hasbro has created a full-color commemorative coin album. Along with a spectacular mural, the album tells the story leading to the Star Wars 30th Anniversary and holds all 60 commemorative Star Wars coins available with the 30th Anniversary basic figures. It also includes the first figure of the 2007 3 3/4-inch 30th Anniversary Figure collection - Darth Vader. (Approximate retail price \$9.99, Ages 4 & up, Available: February 2007)

GIRLS

SQUAWKERS McCAW THE FURREAL FRIENDS PARROT

Flying in the hoofsteps of last year's holiday hit, the FURREAL FRIENDS BUTTERSCOTCH Pony, Hasbro introduces SQUAWKERS McCAW the FURREAL FRIENDS PARROT, the newest and most realistic member of the popular FURREAL FRIENDS line. Just like a real parrot, SQUAWKERS McCAW can repeat words, be "taught" to speak, respond to touch, make sassy sounds and even dance. (Approximate retail price \$69.99; Ages 4 & up; Available: Fall 2007)

BABY ALIVE WETS N' WIGGLES

The adorable BABY ALIVE WETS N' WIGGLES doll features all the drinking and diapering excitement of the BABY ALIVE brand and is available in both baby girl and boy versions. BABY ALIVE WETS N' WIGGLES "drinks" and wets just like a baby. Girls can "feed" BABY ALIVE WETS N' WIGGLES doll with a special BABY ALIVE bottle filled with water. After the baby drinks, it wiggles and squirms to let you know it's time to change the diaper, but be careful, just because the diaper is being changed does not mean BABY ALIVE WETS N' WIGGLES has finished going potty. Once a clean diaper is in place, BABY ALIVE WETS N' WIGGLES is ready to play - squeeze the "magical" baby bracelet and the adorable little one will make realistic cooing sounds, like a real newborn baby! (Approximate retail price \$29.99; Ages 3 & up; Available: Fall 2007)

MY LITTLE PONY SO SOFT SING & DANCE PINKIE PIE

MY LITTLE PONY brand will kick off its 25th Birthday Celebration in Fall 2007 and SO SOFT SING & DANCE PINKIE PIE pony is ready to join in the fun! Little girls will love to interact with their favorite pony friend who tells three exciting stories and plays three fun games. Watch as SING & DANCE PINKIE PIE magically comes to life - her mouth really moves as she sings her favorite melodies, she even blinks and moves her beautiful eyes! Girls can dance along with SING & DANCE PINKIE PIE as her head, tail and pretty pink skirt all sway along to the beat. (Approximate Retail Price: \$49.99; Ages: 3 & up; Available: Fall 2007)

LITTLEST PET SHOP DISPLAY & PLAY ROUND N' ROUND PET TOWN

The LITTLEST PET SHOP pets are in for some never-ending excitement this fall when they visit the DISPLAY & PLAY ROUND N' ROUND PET TOWN, a colorful new playset full of surprises, friends and tons of fun! The DISPLAY & PLAY ROUND N' ROUND PET TOWN playset offers hours of endless pet play. Kids can tour their pets through the town on a super cool gondola or take them to the fancy salon for a brand new 'do. Once the pets finish playing, kids can bring them to the town cafe to enjoy a tasty treat. The best part of the LITTLEST PET SHOP DISPLAY & PLAY ROUND N' ROUND PET TOWN is that the fun never ends - this town can keep growing with the addition of the DISPLAY & PLAY PET BAKERY playset and the DISPLAY & PLAY PET NOOK. Both are additional playsets that stack and snap onto the DISPLAY & PLAY ROUND N' ROUND PET TOWN playset - so now kids' playsets can be as unique as their pet collection! The playset comes complete with two exclusive pets and some really cool accessories. (Approximate Retail Price: \$29.99; Ages: 4 & up; Available: Fall 2007)

PLAYSKOOL

TONKA WHEEL DRIVERS SCOOT N SCOOP 3-IN-1 RIDE ON

Little boys will enjoy this dependable and realistic TONKA toy that will 'grow' with them as the truck converts from push toy to walker to a ride-on vehicle. This developmental toy comes with a FUN REVVIN' WHEEL, which will make kids feel like they're in the driver's seat with its tooting horn, clicking directional signals and motor revving sounds! The removable wheel allows kids to take the fun of driving with them on the go. The TONKA WHEEL DRIVERS SCOOT N SCOOP 3-IN-1 RIDE ON truck comes complete with three colorful, shaped blocks that toddlers can sort or scoop up with the dump truck. (Approximate retail price \$39.99; Ages: 9 months to 3 years; Available: Fall 2007)

PLAYSKOOL MADE FOR ME

PLAYSKOOL introduces MADE FOR ME, the only developmental, infant product line that enables parents to personalize play experiences with music. The entire line is compatible with a custom MP3, powered by Creative, which lets parents personalize music during playtime and bedtime to meet all of baby's needs. All products allow mom and dad to customize activities and features to suit their child's developmental needs, preferences and personality. Parents can choose from a library of 50 songs already loaded onto the MP3 player, transfer their own music from personal CDs or download tracks from internet music providers. The MP3 unit that is sold with the Digital Music Player is removable for use in all MADE FOR ME toys and gear. Included in the line are the Digital Music Player (Approximate retail price \$79.99), Day to Dream Soother (Approximate retail price \$34.99) and the 2-in-1 Infant Gym. (Approximate retail price \$39.99. All are available Fall 2007)

THE ROSE PETAL™ COTTAGE COLLECTION

Playing house just got a whole lot more fun! The ROSE PETAL Cottage Collection from PLAYSKOOL provides a backdrop for

creative play that empowers preschool girls to use their imagination inside and around their very own play space, featuring everything they need to role-play alone or with friends. From baking muffins to washing clothes to caring for their dolls, girls now have a place where they can set their imaginations free. At over four feet tall, the ROSE PETAL Cottage is the perfect size for preschoolers to act out stories, play grown-up roles and create their own world. The elegant collection provides a stylish and durable play environment that both young girls and moms will love. The Cottage, all of the furnishings and accessories store away quickly and neatly for optimal convenience in any size home. (Approximate retail price: \$14.99 - \$79.99; Ages 3 & up;; Available: Fall)

SPORTS ACTION

NERF N-STRIKE DISK SHOT

NERF makes an action-packed addition to its popular N-STRIKE line with the NERF N-STRIKE DISK SHOT disk launching system. The N-STRIKE DISK SHOT features one-of-a-kind foam blasting fun that only NERF can deliver - just like traditional skeet-shooting, but with a NERF twist! Launch foam discs using a wireless launch activator that attaches to most N-STRIKE blasters. Then, take aim at the flying disk with an N-STRIKE blaster, and blast the disk out of the air! With three built-in difficulty levels, NERF enthusiasts of any caliber will enjoy building their blasting skills. Whether you're a novice or NERF pro, this fall get ready to launch, aim and fire. The NERF N-STRIKE DISK SHOT comes complete with disk launcher, NERF blaster, six MICRO DARTS, six foam disks, wireless launch activator and wall plug. (Approximate retail price \$49.99; Ages 6 & Up; Available: Fall 2007)

GAMES

WHAC-A-MOLE TOWER

Ring in the fun when you grab your mallet and give the mole a whack! Be quick and see if you can send his furry friend scurrying up-up-up the tower to ring the bell! Includes four fun games! Hammer Time - Race the clock to light the lights and ring the bell Lights Out - Race to turn off the lights! Hit 100 - Be the first to get 100 points 0 to 60 - A head-to-head battle to be the first to win 60 points. WHAC-A-MOLE is a trademark of Bob's Space Racers, Inc. (Approximate retail price \$39.99; Ages 4 & up; Players 1-2; Batteries: 3C not included; Available: August 2007)

OPERATION RESCUE KIT

Open up the doctor's medical case to reveal Sam's new operating theatre with 15 new Funatomy parts. Includes a push pump oxygen ventilator for Sam's irregular heart beat and light up heart monitor! Complete with four all new exciting games for extended play and portable for on-the-go fun. Includes three skill levels for players of all ages to enjoy. (Approximate retail price \$24.99; Ages 6 & up; players 2 to 4; batteries: requires 3 AA, not included; Available: June 2007)

OPERATION is a trademark of Banc of America Leasing & Capital, LLC licensed for use by Hasbro.

MONOPOLY TROPICAL TYCOON DVD Game

This is prime time real estate and there's a fortune to be made. If you can amass the most fortune points, you could own this island paradise. The DVD brings the adventure to life with Community Chest, Chance and new flashes the DVD allows you to make decisions that change the course of the game. Build your way to fortune and fame on this tropical island and own it all! (Approximate retail price \$34.99; Ages 8 & up; players 2 to 4; DVD player required, not included; Available: June 2007)

HYPERSLIDE

Listen up as the game calls the shots! Flick - slide or shoot the hyperdiscs under the arch! The game knows if you were right or wrong! Three games: Fast Pass - It commands...you obey; Code Busters - Get your brain in the game and break the Add One - Guess what's next! Multiple game levels and automatic scoring. Faceoff with friends or play solo! (Approximate retail price \$24.99; Ages 6 & up; players 1 to 2; batteries: 3AA, not included; Available: August 2007)

TWISTER MOVES HIGH SCHOOL MUSICAL EDITION

Get up and get rockin'! Grab a mat, pop in the TWISTER MOVES CD and put your feet on the yellow foot prints. Next, follow the moves DJ RAY and DIAMOND J call out! Dance along to TWO totally TWISTER MOVES dance discs... Or pop in the EXCLUSIVE High School Musical disc and get rockin'! (Approximate retail price \$24.99; Ages 8 & up; players 1 to 2; CD player required, not included; Available: August 2007)

ELECTRONIC CATCH PHRASE MUSIC Edition

This classic party game has a new way to play that is more fun than ever! Now, try to get your team to guess the name of a SONG....you can describe it, hum it or sing the lyrics to it, if you dare! You don't have to sing to win... but if you do, you rack up BONUS points! Pass it fast and don't be last or you'll get b-b-b-buzzed. Then your opponents get the chance to steal and score! Choose from categories: Pop Mix, 70s, 80s, 90s, 2000s, Classic Rock, Hip-Hop/R&B, Country, Oldies. (Approximate retail price \$24.99; Ages Adult; players 4 or team; Batteries: 3AA, not included; Available: July 2007)

THE GAME OF LIFE TWISTS AND TURNS

For the first time ever, THE GAME OF LIFE has been revised and updated with a totally new way to play the game. Make your choices, take your chances in this totally new way to play and win in life. You're in control! Choose your career, your path, even your game length. Use the electronic LIFE Pod to spin and store your info. Use the four quadrants of the game board Learn it, Live, Live it or Earn it to live the life you want - and win based on the number of Life Points you earn. (Approximate retail price \$34.99; Ages 9 & up; Players 2 to 6; Batteries: 2AA, not included; Available: June 2007)

MONOPOLY: ELECTRONIC BANKING EDITION GAME

MONOPOLY: Electronic Banking Edition is the newest way to play your favorite game - now with an all new debit payment system. Up to 6 players can now play the MONOPOLY game, featuring the properties of Here & Now, in an even more contemporary way - without cash. (Approximate retail price \$34.99; Ages 8 & up; Players 2 to 6; Batteries: 2 AAA, not included; Available: Fall 2007)

MONOPOLY EXPRESS GAME

Love the MONOPOLY game but don't have time for a full game? MONOPOLY Express delivers a burst of fun in 20 minutes. Roll the dice to collect the most property. Complete the groups to earn big points, then roll for houses or a hotel. But don't be too greedy or you might go to jail! (Approximate retail price: \$12.99; Ages 8 & up; Players 2 to 4; no batteries required; Available: July 2007)

SCRABBLE EXPRESS GAME

Love Scrabble® but don't have time for a full game? Scrabble® Express delivers a burst of fun in 20 minutes. Roll the dice and use letters to build a word. Opponents use remaining dice to build off of previous word played. The first to score 200 points wins! (Approximate retail price: \$12.99; Ages 8 & up; Players 2 to 4; no batteries required; Available: July 2007)

SCRABBLE is a trademark of Hasbro in the US and Canada

SORRY! EXPRESS GAME

Love Sorry!® but don't have time for a full game? Sorry!® Express delivers a burst of fun in 20 minutes. Roll the dice to move your pawns or steal them from your opponents. In the lead? Just wait! One roll and the tables could turn. Move all your pawns home to win! (Approximate retail price: \$12.99; Ages 8 & up; Players 2 to 4; no batteries required; Available: July 2007)

MAGIC ONLINE III

Wizards of the Coast, Inc., a subsidiary of Hasbro, announces Q2 2007 as the much anticipated release timeframe of the MAGIC ONLINE III game, the next generation of the most widely played online trading card game on the market. Based on the MAGIC THE GATHERING trading card game, the first trading card game with millions of players worldwide, the MAGIC ONLINE III game adapts game play to fit today's active lifestyles, allowing players to experience the full depth of MAGIC™ from any computer with an online connection. The MAGIC ONLINE III game is packed with updated features designed to introduce beginners to the game in a very approachable manner, while fulfilling the appetites of the core enthusiasts. With a new graphic redesign and user interface, this version features many enhancements including: tools to increase graphic interaction; enhanced community chat; 24-hour active user support/mentors; a virtual safety box where digital cards never get lost or lose their value by becoming bent or torn and an in-game store front enabling the purchasing of new cards and content. It's these in-game features coupled with unique game play and first of its kind business model that separates the MAGIC ONLINE III game from other online trading card games. The game download is free, while core sets and additional playing cards vary in value pending availability.

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.

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