Hasbro Launches "Companion Pets" for Seniors

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Global Company Introduces New JOY FOR ALL Brand; Created to Provide Joy and Companionship to Older Adults

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Hasbro, Inc. (NASDAQ: HAS), a global company committed to creating the world's best play experiences, is bringing joy, fun, and happiness to an entirely new demographic this winter through an animatronic pet with soft fur, soothing purrs, and pleasant meows: Hasbro's JOY FOR ALL™ Companion Pet Cat.

The Joy For All brand, which launched Nov. 13 with its first product line, Companion Pets, is Hasbro's first foray into products designed specifically for seniors. The brand was inspired by consumer feedback highlighting the appeal of certain Hasbro toys and games for seniors, and the development of Companion Pets was informed by extensive consumer research with older adults and their caregivers nationwide.

"We heard from seniors across the country that companionship was important to their happiness. Many live alone, miss having a pet, or are no longer able to care for a pet," said Ted Fischer, vice president of business development at Hasbro. "While it's not a replacement for a pet, the JOY FOR ALL Companion Pet Cat is a life-like alternative that can provide the joy and companionship of owning a real pet, without the often cumbersome responsibilities."

JOY FOR ALL Companion Pets build on Hasbro's 15 years of expertise in animatronic technology and incorporate new innovations including exclusive technology that enables a purring experience the user can actually feel. Companion Pets respond to petting, hugging and motion through built-in sensors, authentic cat sound effects, and soft fur inspired by real felines.

In addition to captivating seniors, JOY FOR ALL Companion Pets can help enhance the interaction between caregivers and their loved ones by incorporating lighthearted fun, joy, and laughter into time spent together.

"Whether it's one-on-one time between caregivers and recipients, or multi-generational play with parents, children, and grandchildren, we're excited to enable families and friends of all ages to connect more deeply through the universal language of play," Fischer said.

The JOY FOR ALL Companion Pet cat is available for purchase on JoyForAll.com. The cat is offered in three different fur colors: silver, creamy white, and orange tabby. To learn more about the JOY FOR ALL brand, visit JoyForAll.com.

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About Hasbro

Hasbro (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and lifestyle licensing, Hasbro fulfills the fundamental need for play and connection with children and families around the world. The Company's Hasbro Studios and its film label, ALLSPARK PICTURES, create entertainment brand-driven storytelling across mediums, including television, film, digital and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro & @HasbroNews) and Instagram (@Hasbro).

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