



Hasbro PJ Masks Product Line Revealed

February 25, 2021

One of our biggest preschool entertainment brands, PJ Masks, will have a new product line hitting shelves this fall. Preschoolers can get in on the action and use their imaginations with the toys inspired by the series, which includes:

PJ MASKS PJ POWER WRISTBANDS (Ages 3 years & up/Approx. Retail Price: \$9.99 /Available: Fall 2021) There's no stopping the PJ Masks with their Power Wristbands, and now, kids can get in on the action with the PJ Masks PJ Power Wristband toys! These fun dress-up toys are equipped with character-specific colored lights and 14 unique sounds that kids can activate by pressing the amulet button, or by moving their arm while wearing the wristband.

PJ MASKS PJ LAUNCHING SEEKER (Ages 3 years & up/Approx. Retail Price: \$49.99 /Available: Fall 2021) It's time to be a hero with the PJ Masks PJ Launching Seeker - the ultimate PJ Seeker playset! This show-inspired toy transforms from a super cool rolling vehicle into an awesome dual vehicle launcher station and PJ Masks car customization workshop. The included Cat-Car and Gekko-Mobile cars can be customized with six special add-ons so kids can launch them and watch them go, and the set comes with a moveable grabber claw for even more action-packed play.

Equipped with amazing Hasbro Hero ID technology, this toy recognizes Hero ID-compatible 3-inch PJ Masks action figures as heroes or villains, and even activates character-specific lights and sounds for Catboy, Romeo, Owlette, and Gekko figures! (Catboy and Gekko figures included. Other figures sold separately. Subject to availability.)

PJ MASKS DELUXE VEHICLES (Ages 3 years & up/Approx. Retail Price: \$14.99 /Available: Fall 2021) The PJ Masks Deluxe Vehicles are ready to roll as preschool kids will love these awesome PJ Masks cars inspired by the hit Disney Junior show! Each vehicle is equipped with a mechanical, PJ Masks-inspired action feature or transformation, and comes with a poseable action figure that fits in the open cockpit so preschoolers can recreate their favorite scenes. These figures also feature amazing Hasbro Hero ID technology, which allows select playsets (each sold separately, subject to availability) recognizes compatible 3-inch PJ Masks action figures as heroes or villains, and even activates character-specific lights and sounds.

PJ MASKS DELUXE BATTLE HQ PRESCHOOL TOY (Ages 3 years & up/Approx. Retail Price: \$59.99/Available: Fall 2021) The PJ Masks Deluxe Battle HQ playset is jam-packed with fun features and actions that will captivate preschoolers' imaginations. Equipped with amazing Hasbro Hero ID technology, this playset recognizes Hero ID-compatible 3-inch PJ Masks action figures as heroes or villains, and even activates character-specific lights and sounds for Catboy, Romeo, Owlette, and Gekko figures! (Catboy and Romeo figures included. Other figures sold separately. Subject to availability.) Kids will love trapping bad guys, imagining daring getaways with the secret escape chute, launching projectiles with the blaster, and launching Catboy's car with the vehicle launcher!

PJ MASKS ROMEO'S BOT BUILDER (Ages 3 years & up/Approx. Retail Price: \$39.99 /Available: Fall 2021) The PJ Masks Romeo's Bot Builder toy is an awesome vehicle and robot factory – all in one super cool toy! Equipped with amazing Hasbro Hero ID technology, this toy recognizes Hero ID-compatible 3-inch PJ Masks action figures as heroes or villains, and even activates character-specific lights and sounds for Catboy, Romeo, Owlette, and Gekko figures! (Catboy and Romeo figures included. Other figures sold separately. Subject to availability.)

The vehicle's sides fold out to reveal a robot factory where kids can assemble the 9 included parts into fun mix-and-match robots. When robots are complete, preschoolers can use the working conveyor belt to move them, which figures can stand on the battle turret to activate lights and sounds.

