



Playtime Redefined: First-Ever Planet Playskool Set To Open June 13th; Tickets Now on Sale

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PARAMUS, NEW JERSEY, (June 4, 2024) – Kingsmen Xperience, Inc, under license by leading toy and game company Hasbro, with its strategic partner Bright Play, LLC, is opening the first-of-its-kind Planet Playskool family entertainment center at Westfield Garden State Plaza in Paramus on June 13th. The 20,000 square-foot entertainment destination promises an enchanting experience for children and families, serving as a vibrant, interactive STEAM-based play center where creativity knows no bounds.

Planet Playskool will feature a diverse mix of immersive play areas and interactive activity zones designed to captivate the imaginations of kids and parents alike.

- Crawl, climb and slide your way through a real-life version of the MOUSE TRAP game
- Let your creativity run wild at the PLAY-DOH Imagination Station
- Step aboard the TRANSFORMER'S Autobot Ark to save the Universe
- Unleash your inner artist in the SPIROGRAPH Art Studio
- Join an action-packed quest in the PJ MASKS Hero City
- Find creativity through construction-based activities in TINKERTOY Town
- Fuel up for the fun at the EASY BAKE Café
- Shop the retail store for unique apparel, toys, games and souvenirs

"We are elated to launch the first in the world debut of Planet Playskool at Westfield Garden State Plaza, said Corey Redmond, Senior Executive Vice President of Kingsmen Xperience, Inc. "Having our first U.S. permanent family entertainment center with these iconic Hasbro brands at one of the most popular malls in the country is a labor of love that we hope families and kids will enjoy and engage with for years to come."

"At Hasbro, we are constantly seeking ways to create magic through immersive play experiences for fans and families," said Matt Proulx, Senior Vice President, Global Experiences, Partnerships and Music at Hasbro. "Planet Playskool not only brings this vision to life but takes it to the next level through STEAM-based activities that encourage kids to let their imagination run wild and practice their critical thinking skills, while getting them up and active. Visitors can express their unique selves through creative projects at the PLAY-DOH Imagination Station and get hands-on at TINKERTOY Town with construction activities, plus so much more. For every child and family who steps through the doors of Planet Playskool, we hope they have an unforgettable experience."

From themed play zones inspired by Hasbro classics to innovative interactive displays, every inch of the space seeks to spark curiosity and joy among guests of all ages. Grand Opening attendees will also have the chance to meet the members of Planet Playskool's Imagination Crew, a team of talented youngsters and creative minds hand-picked to serve as ambassadors at the new attraction.

As anticipation builds, families should secure tickets early so not to miss the excitement. For more about Planet Playskool, to buy tickets or plan a visit, check out www.PlanetPlayskool.com.

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About Hasbro

Hasbro is a leading toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers play experiences for fans of all ages around the world, through toys, games, licensed consumer products, digital games and services, location-based entertainment, film, TV, and more. With a portfolio of over 1,800 iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands, Hasbro brings fans together wherever they are, from tabletop to screen.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit <https://corporate.hasbro.com> or @Hasbro on LinkedIn.

About Kingsmen Xperience Inc.

Kingsmen Xperience transforms iconic consumer brand engagements into reimagined and expansive interactive experiences. Through the creation of landmark attractions, consumers can engage with beloved brands in new and extraordinary ways.

Headquartered in Los Angeles, Calif., the team has vast experience in licensing and managing global intellectual property, raising capital, and working with leading commercial real estate companies worldwide for optimal venues. In addition, it provides oversight in the management of the design, production, and operations of experiential attractions. Kingsmen Xperience projects include museum quality traveling exhibitions, pop-ups, and permanent installations, both in traditional and non-traditional venues.

Kingsmen Xperience is the location-based entertainment focused U.S. subsidiary of Kingsmen Creatives Ltd., a creator of experiences listed on the Mainboard of the Singapore Exchange.

For more information, please visit www.kx.kingsmen-int.com.

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About Brite Management, LLC.

Brite Management, LLC (Brite) is a leader in delivering location-based entertainment operations and world-class visitor experiences. With a commitment to creating memorable experiences and brand affinity and connections, Brite is the strategic operating partner for numerous global brand entities. These include Planet Playkool, NERF Action Xperience, and Crayola Experience.

Led by a team of industry experts, Brite continues to be a sought-after operating partner for some of the most well-known and innovative brands and experiences globally.

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