Just Play and Hasbro Reimagine EASY-BAKE and PLAYSKOOL Toys for a New Generation

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The Iconic Toy Brands Debut New Products Exclusively at Walmart, Available Now

PHILADELPHIA, PA – SEPTEMBER 4, 2025 – Just Play, in collaboration with Hasbro, a leading games, IP and toy company, is relaunching two of the most iconic toy brands of all time: **EASY-BAKE and PLAYSKOOL.** Available now exclusively at Walmart, these refreshed product lines bring modern updates to brands that have inspired creativity and play for decades.

EASY-BAKE has been encouraging aspiring young bakers and chefs to explore food play for over 60 years with toys that let them create tasty treats without the use of a real oven. The new **Ultimate Oven** is an exciting reintroduction of the beloved classic with a new retro-modern style, colorful sprinkle lights, a built-in timer, upgraded baking tools and new mixes featuring updated flavors. **SRP $44.97 exclusively at Walmart.**

The **Freezy-Bake Ice Cream Maker** puts a cool twist on the EASY-BAKE experience. With a hands-on workstation and specially developed mixes (available in vanilla, chocolate, and strawberry), kids can mix, pour, freeze, and decorate their own frozen treat creations. **SRP $34.97 exclusively at Walmart**.

PLAYSKOOL, one of the most trusted names in early childhood play, will be launching this October with a refreshed line designed especially for today's parents, blending timeless, developmentally rich play with a clean, modern aesthetic. The collection will support early development through sensory, problem-solving, and active play. Key items include the **Flip & Fun Sensory Board**, **Busy Gears**, and an updated version of the iconic **Sit 'n Spin**, all feel right at home in today's playrooms. **SRPs from $10.97 to $34.97 exclusively at Walmart.**

"EASY-BAKE and PLAYSKOOL are brands that families have loved for generations." said Sunny Lauridsen, Senior Vice President of Brand Strategy and Marketing at Just Play. "Parents and gift-givers will remember the joy of playing with products from these brands when they were children, and now they can share that experience with the kids in their lives."

"Few brands hold the iconic status and enduring appeal of EASY-BAKE and PLAYSKOOL," said Bradley Bowman, Senior Director of Global Licensed Toy and Games at Hasbro. "These brands are centerpieces in Hasbro's portfolio—true cultural touchstones that have inspired imagination, creativity, and joyful play for generations. We're excited to reintroduce them alongside Just Play with fresh, imaginative twists that speak to today's families. From the nostalgic charm of the Ultimate Oven and the cool creativity of Freezy-Bake, to the modern, developmentally rich PLAYSKOOL line that supports preschoolers' cognitive, social, and emotional growth, these products deliver hands-on, engaging experiences for kids and parents alike."

About Just Play, LLC

Just Play is a passionate toy company and global leader across a broad range of children's consumer goods including figures, playsets, dolls, plush, role-play and dress-up. They create unique and innovative proprietary lines, as well as award-winning products based on popular children's entertainment brands with best-in-class licensing partners. Just Play was founded by two toy industry veterans, Charlie Emby and Geoffrey Greenberg, in 2010 and is a top toy manufacturer, according to Circana. To learn more about Just Play's products, please visit JustPlayProducts.com or follow the company on Instagram (@JustPlayProducts) or Facebook/JustPlay.

About Hasbro

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With over 164 years of expertise, Hasbro delivers groundbreaking play experiences and reaches over 500 million kids, families and fans around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, MONOPOLY, HASBRO GAMES, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

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, a 2025 JUST Capital Industry Leader, one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50, and a Brand that Matters by Fast Company. For more information, visit https://corporate.hasbro.com or @Hasbro on LinkedIn.