



June 13, 2011

Hasbro Presents Array of Branded Lifestyle Goods for Entire Family at the International Licensing Expo

Innovative Fashion, Home Goods and Publishing Programs Weave Hasbro Brands Into Everyday Lives of Consumers Worldwide

LAS VEGAS--(BUSINESS WIRE)-- Hasbro, Inc. (NASDAQ: HAS) arrived today at the International Licensing Expo in Las Vegas to showcase how many of its premier portfolio of global brands -- TRANSFORMERS, BATTLESHIP, NERF, LITTLEST PET SHOP, MY LITTLE PONY, PLAYSKOOL and MONOPOLY -- have become powerful lifestyle statements intricately woven into the fabric of consumers' everyday lives. Anchored by innovative programs in fashion, entertainment, home goods and publishing, Hasbro-branded products can be found in nearly every room of consumers' homes, where they engage and immerse themselves in Hasbro brand experiences on a daily basis any time, any place.

"Hasbro is driving innovation across all product categories and rapidly expanding and enhancing the way it approaches global licensing," said Simon Waters, Senior Vice President, Global Brand Licensing and Publishing at Hasbro. "We're collaboratively working with licensees and retailers to build broad, compelling programs across key areas such as fashion, home and publishing, bringing to market the richest Hasbro-branded lifestyle product portfolio in the company's history."

Consumers around the world are engaging with their favorite Hasbro properties that have deep meaning and connection in fresh, expressive ways via trailblazing licensing programs that re-invent, re-imagine, and re-ignite the Hasbro lifestyle brand experience.

Entertainment Central

Families worldwide have gathering places in their homes where they come together to spend quality time, often centered around forms of Hasbro-inspired entertainment across all major mediums from television and movies to digital gaming and publishing apps. Some of the latest activities families can rally around include hosting a double-feature TRANSFORMERS movie night with home DVDs, watching Daytime Emmy Award nominated programs such as *TRANSFORMERS PRIME*, *FAMILY GAME NIGHT* and *PICTUREKA* on The Hub, playing HASBRO FAMILY GAME NIGHT on the Wii from Electronic Arts, or reading a TONKA CHUCK & FRIENDS storybook app on the iPad from Ruckus Mobile Media. No matter the platform, Hasbro is continuing to deliver innovative and rich storytelling experiences that extend the branded play experience to new levels of immersion.

Personal Flair and Fashion

The tween/teen bedroom is all about showcasing personal interests and style. Fueled by its trend-forward fashion program, Hasbro has enlisted licensees worldwide to create unique and exclusive Hasbro branded apparel and accessory lines that resonate with this influential demographic. With hundreds of Hasbro-inspired t-shirts from Mad Engine, Uniqlo and Hybrid, there is a wide variety of hip and nostalgic wearable statements that suit the individual and can match any occasion and mood. A full line of accessories can also be found scattered throughout a tween/teen bedroom including "More Than Meets the Eye" TRANSFORMERS baseball caps from New Era and sunglasses from Oakley, as well as stylish LITTLEST PET SHOP bags by ATM Accessories. Completing Hasbro's head-to-toe wardrobe for boys are co-branded NERF-Reebok sneakers. Elan Polo also offers a wide variety of NERF-branded footwear items for the mass market.

Room décor is another important facet of the tween/teen lifestyle. With a portfolio of incredibly rich brands that are meaningful to young adults — TRANSFORMERS, LITTLEST PET SHOP, NERF — Hasbro continues to strategically build out its home goods program with items ranging from bedding to rugs and wall decals, with treatments that map to the demographic.

No tween/teen bedroom is complete without electronics, peripherals and digital gaming and Hasbro delivers across the board. LITTLEST PET SHOP games on the Nintendo DS from Electronic Arts deliver hours of fun while a NERF alarm clock from

KIDdesign keep things running on time and MP3 ear buds and portable speakers from PDP create the ultimate personal sound system. For those who like to "unplug" TRANSFORMERS comic books from IDW offer page-turning adventures.

Surrounded by Good Pals and Fun

Youngsters also enjoy sharing their bedroom space with their favorite Hasbro characters such as TONKA CHUCK & FRIENDS, MY LITTLE PONY and MR. POTATO HEAD. Hasbro's home goods and fashion programs are front-and-center with favorites such as MY LITTLE PONY bedding from Crown Craft (agreement reached in principle, subject to the parties entering into a binding contract) and CANDY LAND rugs from Gertmenian. Dresser drawers are also packed with MY LITTLE PONY t-shirts from Carel, TRANSFORMERS pajamas by Sun City as well as TRANSFORMERS underwear and socks by Berkshire. Character-based MY LITTLE PONY Havaianas flip flops from Sao Paolo Alpargatas can also be found lined up in the closet. For busy little ones, Leap Year Publishing's PLAYSKOOL-inspired learning and drawing programs help stock play areas with craft and activity tools.

Infusion of Fashion and Art

Hasbro's fashion program has found its way into adult wardrobes in a big way through trend-right apparel and accessories that blend hip style and function. Mad Engine has created high-end BARREL OF MONKEYS, CLUE and MR. POTATO HEAD t-shirts that are worthy of hangers instead of drawers. A smart SCRABBLE wallet from Bio World adds a whimsical touch to women's bags while Dad grabs his TRANSFORMERS skinned smartphone from Anzo U.S.A. as he heads off to work.

Family Headquarters

Across the globe, the kitchen serves as the headquarters of the home. From snacks to meals, homework and packing lunches — it all happens here.

TRANSFORMERS chocolate cookies and chocolate eggs from Nestle, washed down with milk served in a TRANSFORMERS insulated container from Thermos elicit big smiles around the school lunch table. For girls, toting lunch in a LITTLEST PET SHOP bag, also from Thermos, is always fresh and fun.

At the end of the school day, kids power through homework at the kitchen table where a bowl of SCRABBLE Jr. Cheez-Its from Kellogg's just may be the perfect inspiration to tackle spelling exercises scribbling in notebooks carrying a TRANSFORMERS or LITTLEST PET SHOP brand graphic treatment from Innovative Designs. Mom also proudly displays the latest artwork that came home with the youngest on the fridge with edgy SCRABBLE magnets from Pottery Barn followed by cutting a TONKA CHUCK & FRIENDS cake by Bakery Craft for a surprise dessert.

Brushing, Beauty and Bubbles

Hasbro's extensive global home goods program also extends to health and beauty products. From morning dental care with MY LITTLE PONY toothpaste from Church & Dwight Co. to evening clean-up with LITTLEST PET SHOP bubble bath from Accessory Zone and MY LITTLE PONY towels from Franco Manufacturing, Hasbro brands are plentiful in the smallest room of the house — the bathroom. For the tween/teen girls, CANDY LAND-branded lip balms and cosmetics by Boston America are "must have" primping tools before stepping out with friends to the mall, which is a welcome departure by the younger brother who has been waiting patiently and comfortably in his TRANSFORMERS bathrobe for his turn in the bathroom.

Fleet of Family Wheels

Hasbro-licensed "rides" run the gamut from the General Motors BUMBLEBEE Camaro that may be Dad's pride and joy to TRANSFORMERS bikes from Dynacraft that are the envy of every boy in the neighborhood. Little guys can mimic Dad and cruise on a BUMBLEBEE electric ride-on car from Hunter Leisure while girls may opt to ride with their favorite pony friends on a MY LITTLE PONY ride-on. No matter the mode of transportation, Hasbro wheels turn heads when they roll out of the driveway and down the street.

About Hasbro

Hasbro, Inc. (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2011 Hasbro, Inc. All Rights Reserved.

SCRABBLE is a trademark of Hasbro in the U.S. and Canada only.

Foghorn PR
Shelly Eckenroth, 717-852-7060
seckenroth@foghornpr.com

or

Hasbro
Kristina Peterson, 401-347-3646
kristina.peterson@hasbro.com

Source: Hasbro, Inc.

News Provided by Acquire Media