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### **MY LITTLE PONY 2014 PRODUCT DESCRIPTIONS**

The MY LITTLE PONY brand is bringing the power of the rainbow to life in 2014 with an array of colorful ponies and playsets! Children and fans of all ages will adore discovering the whimsical world of six pony friends, watching their adventures unfold in the “My Little Pony Friendship is Magic” animated series created by Hasbro Studios and airing on The Hub TV Network. Pony fans can act out imaginative stories of their own with fantastical MY LITTLE PONY figures, playsets, and vehicles, many of which can be seen in the series.

This fall, the beloved brand will ‘pop’ into a new category of play that, for the first time ever, lets fans create and customize their own ponies. The MY LITTLE PONY POP line is an assortment of easy-to-assemble figures and a playset for children to build and personalize every aspect of their pony friend - from funky hairstyles, to colorful outfits, customized cutie marks, patterned wings and all of the accessories in between!

A worldwide perennial favorite, MY LITTLE PONY is an evergreen lifestyle brand. In 2014, over 200 top-tiered licensees around the world in more than 17 categories will bring MY LITTLE PONY branded products inspired by the “My Little Pony Friendship is Magic” animated series to the global marketplace ranging from publishing to digital gaming to apparel, plush, housewares and fashion & beauty. Fans of the beloved brand can also “make friends” with MY LITTLE PONY on [Facebook](#), watch videos on [YouTube](#), and see episodes on [MyLittlePony.com](#) as well as get details on the array of product, promotions, and more.

New MY LITTLE PONY products for 2014 include:

#### **MY LITTLE PONY FANTASTIC FLUTTERS Pony Assortment**

(Ages 3 years & up/Approx. Retail Price: \$8.99/Available: Spring 14)

Glimmering wings, rainbow accents, and colorful, cascading manes make the FANTASTIC FLUTTERS PRINCESS TWILIGHT SPARKLE and PRINCESS CADANCE winged ponies look more majestic than ever! Look for dazzling FANTASTIC FLUTTERS PRINCESS CELESTIA and PRINCESS CADANCE figures in the fall, both with gorgeous glow-edge wings and cutie mark shaped glitter that swirls inside each translucent, water-filled pony figure when it is tilted or moved. Each sold separately. Available at most major toy retailers nationwide and on [HasbroToyShop.com](#).

#### **MY LITTLE PONY ZOOM N’ GO Assortment**

(Ages 3 years & up/Approx. Retail Price: \$9.99/Available: Spring 14)

Friendship is in the air for the RAINBOW DASH and PINKIE PIE ponies who are both up for any magical adventure as ZOOM N’GO figures that zip and zoom as if they were really flying! Each sold separately. Available at most major toy retailers nationwide and on [HasbroToyShop.com](#).

#### **MY LITTLE PONY PINKIE PIE’S RAINBOW HELICOPTER Playset**

(Ages 3 years & up/Approx. Retail Price: \$14.99/Available: Spring 14)

Get ready for high-flying adventures with PINKIE PIE in a first class flight around EQUESTRIA. This heart-shaped helicopter even has a colorful rainbow propeller. The PINKIE PIE pony travels with a small pink suitcase, rolling luggage rack, and fashionable accessories, ensuring she’ll arrive in style wherever she goes. Available at most major toy retailers nationwide and on [HasbroToyShop.com](#).

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**MY LITTLE PONY FLIP & WHIRL RAINBOW DASH Pony**

(Ages 3 years & up/Approx. Retail Price: \$19.99/Available: Spring 14)

The fastest flying Pegasus in EQUESTRIA loves to show off her adventurous side! This RAINBOW DASH figure speaks fun phrases, and when put into a seated position springs up into a backflip. Fans can customize their RAINBOW DASH figure using the included rainbow stickers, which easily rub onto the figure. Includes 1 “AAA” demo battery. Available at most major toy retailers nationwide and on HasbroToyShop.com.

**MY LITTLE PONY FASHION STYLE RARITY Pony**

(Ages 3 years & up/Approx. Retail Price: \$14.99/Available: Spring 14)

The RARITY pony has been rainbow-fied! The resident fashionista dazzles with purple, pink, and yellow streaks in her mane, sure to set a trend. A matching clip-on skirt and heels make this RARITY pony runway ready! Available at most major toy retailers nationwide and on HasbroToyShop.com.

**MY LITTLE PONY STYLING STRANDS FASHION PONY Assortment**

(Ages 3 years & up/Approx. Retail Price: \$19.99/Available: Spring 14)

The STYLING STRANDS FASHION PONY FLUTTERSHY friend can't wait to show off her new, super long rainbow mane, and needs help to make sure she looks her pony best! In the fall, a STYLING STRANDS FASHION PONY RARITY figure gets even more glam with flexible ribbon hair that can be shaped and styled. Children can decorate each pony's lustrous locks with barrettes, gems, and colorful hair pieces. A clip-on extension lets kids share the magic of fashion and friendship! Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

**MY LITTLE PONY Blind Bag Assortment**

(Ages 3 years & up/Approx. Retail Price: \$2.49/Available: Spring 14)

With the MY LITTLE PONY BLIND BAG assortment, fans can collect 24 ponies in two different rainbow themes: translucent ponies with glitter deco or rainbow-fied ponies inspired by the “My Little Pony Friendship is Magic” animated series. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

**MY LITTLE PONY Mini Collection Assortment**

(Ages 3 years & up/Approx. Retail Price: \$7.99/Available: Spring 14)

Fans can add a little bit of MY LITTLE PONY magic to their day with these miniature collections! Each three-pack of ponies, including one rainbow-fied friend, lets fans collect unique, beloved characters from the “My Little Pony Friendship is Magic” animated television series. Each set sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

**MY LITTLE PONY Deluxe Collection Assortment**

(Ages 3 years & up/Approx. Retail Price: \$14.99/Available: Spring 14)

Fan favorite characters from the “My Little Pony Friendship is Magic” animated television series are now collectible figures with these MY LITTLE PONY deluxe miniature collections, which includes deco versions of the beloved friends like PRINCESS TWILIGHT SPARKLE, DR. HOOVES, DJ PON-3, and more. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

**MY LITTLE PONY 8-inch Basic Pony Assortment**

(Ages 3 years & up/Approx. Retail Price: \$9.99/Available: Spring 14)

MY LITTLE PONY fans will love to brush and style three new pony friends with beautifully rooted manes, now available in an 8-inch scale. Choose from PINKIE PIE, RARITY, and FLUTTERSHY ponies, each sold separately. Available at select toy retailers and on HasbroToyShop.com.

**MY LITTLE PONY 8-inch Basic Pony with Accessories Assortment**

(Ages 3 years & up/Approx. Retail Price: \$14.99/Available: Fall 14)

Kids can add colorful accents to the APPLEJACK or RAINBOW DASH figures using the included markers and sticker sheets, personalizing each pony with a splash of rainbow power! Each sold separately. Available at select toy retailers and on HasbroToyShop.com.

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### **MY LITTLE PONY FRIENDSHIP RAINBOW KINGDOM Playset**

(Ages 3 years & up/Approx. Retail Price: \$39.99/Available: Fall 14)

MY LITTLE PONY fans can discover the newest royal empire inside the FRIENDSHIP RAINBOW KINGDOM castle playset, a grand three level palace fit for a pony princess! Use the friendship keys to unlock a number of magical accessories within the kingdom, including a wardrobe, vanity, book, and treasure chest. Pony friends can travel the kingdom in style on the rolling cloud car, taking a ride down a fun swirly slide. Stops along the way include a lookout tower, golden balcony, swing, and more. Includes PRINCESS TWILIGHT SPARKLE figure, key, cloud car, and themed accessories. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **MY LITTLE PONY RAINBOW FRIENDS Assortment**

(Ages 3 years & up/Approx. Retail Price: \$4.99/Available: Spring 14)

Fans can add RAINBOW POWER style pony pals to their collection with these MY LITTLE PONY figures, each featuring a unique cutie mark that reflects their personality, hair highlighted with neon-rainbow strands, and bright decorations all over. Style these ponies' colorful hair with the included comb. Choose from RAINBOW DASH, FLUTTERSHY, RARITY, PINKIE PIE, APPLEJACK or PRINCESS TWILIGHT SPARKLE figures, each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **MY LITTLE PONY Multi Character Pack Assortment**

(Ages 3 years & up/Approx. Retail Price: \$9.99/Available: Fall 14)

Unlock the magic of friendship with these fun MY LITTLE PONY friends. Each set includes a pony figure along with a cute fairy friend, locket and key. Each little pony friend fits inside the locket, and the key unlocks it! Choose from PRINCESS TWILIGHT SPARKLE and SUNSET BREEZIE or FLUTTERSHY and SEA BREEZIE figures, each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **MY LITTLE PONY SWEET RAINBOW BAKERY Playset**

(Ages 3 years & up/Approx. Retail Price: \$19.99/Available: Fall 14)

Fun is on the menu at the MY LITTLE PONY SWEET RAINBOW BAKERY playset! The MRS. DAZZLE CAKE pony has some delicious goodies in store to share with visiting pony friends, including her signature cakes and cupcakes. In the mood for a sweet treat, PINKIE PIE is ready to serve with a smile! You can zip her around the three-tiered café in roller skates. The SWEET RAINBOW BAKERY playset has more than 20 bakery themed accessories; including a cash register and a 'cutie key' that unlocks the hidden treasures inside it. Comes with PINKIE PIE and MRS. DAZZLE CAKE pony figures Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **MY LITTLE PONY Rainbow PRINCESS TWILIGHT SPARKLE Pony**

(Ages 3 years & up/Approx. Retail Price: \$19.99/Available: Fall 14)

The Rainbow PRINCESS TWILIGHT SPARKLE pony is ready to get dressed with RAINBOW POWER style, and every pony will take notice as the newest pony princess wears a vibrant rainbow skirt and matching clip-on rainbow wings. Kids can style the 8-inch scale PRINCESS TWILIGHT SPARKLE pony's mane using the included comb, barrettes, and royal tiara. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **MY LITTLE PONY Fashion Style Pony Assortment**

(Ages 3 years & up/Approx. Retail Price: \$14.99/Available: Fall 14)

Each friend in the MY LITTLE PONY Fashion Style Pony assortment is ready for a fashionable filly's night out! The RAINBOW DASH pony is dressed to impress at the skating rink in cool, colorful roller skates, legwarmers and a neon tutu. Fans can complete her look with any one of three clip-on earring sets. The PINKIE PIE pony looks party perfect with a multicolored mane that fans can brush and style. With a silly balloon animal hat and signature mustache disguise, the PINKIE PIE pony is sure to make a fantastic fashion statement anywhere! Fans can also collect and style APPLEJACK and DAISY pony figures. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

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New MY LITTLE PONY POP products for 2014 include:

### **MY LITTLE PONY POP Playset**

(Ages 4 years & up/Approx. Retail Price: \$19.99/Available: Fall 14)

For the first time ever, fans can create and customize their very own MY LITTLE PONY play space! Simply pop out the easy-to-assemble pieces to build your own SUGARCUBE CORNER Sweet Shoppe playset, adding exciting elements like pink doors, magenta windows, and flower boxes. A chocolate frosted roof and cupcake tower make this the sweetest shop in PONYVILLE. Fans can decorate the MY LITTLE PONY POP playset with colorful candy stickers, adding gum drops, lollipops, and more. Playset includes one MY LITTLE PONY POP PINKIE PIE pony. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **MY LITTLE PONY POP Starter Kit**

(Ages 4 years & up/Approx. Retail Price: \$3.99/Available: Fall 14)

The MY LITTLE PONY POP assortment delivers playful, poppable pony fun! Fans can pop-out and build any of four MY LITTLE PONY POP characters, including PINKIE PIE, APPLEJACK, PRINCESS TWILIGHT SPARKLE and RARITY, personalizing each pony's look with colorful pop-on manes and themed stickers. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **MY LITTLE PONY POP Style Kit Assortment**

(Ages 4 years & up/Approx. Retail Price: \$6.99/Available: Fall 14)

Whether it's popping on a curly mane, multicolored tail, or rainbow wings, kids will love to mix and match styles to make their MY LITTLE PONY POP character one of a kind. Complete the look by applying themed stickers that match each pony's personality. Choose from ZECORA and RAINBOW DASH figures, each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **MY LITTLE PONY POP Decorator Kit Assortment**

(Ages 4 years & up/Approx. Retail Price: \$9.99/Available: Fall 14)

Personalize all new places for your MY LITTLE PONY POP friends to play! The FLUTTERSHY pony loves caring for animals, and two feathered friends will keep her busy around the EVERFREE FOREST. Kids can customize their FLUTTERSHY figure and the accompanying cozy cottage accessories by using the included stickers. Over in PONYVILLE, the PINKIE PIE pony is baking up sweet treats in her oven, and needs your help to decorate the cake! The PINKIE PIE pack also comes with a table, teacups, and even more fun baking accessories. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **MY LITTLE PONY POP Deluxe Style Kit Assortment**

(Ages 4 years & up/Approx. Retail Price: \$14.99/Available: Fall 14)

Start the ultimate personalized pony collection with the MY LITTLE PONY POP deluxe multi character pack! Each two-pack of ponies comes with mix and match manes and tails, and stickers that let fans create and customize two figures with a variety of hairstyles, tails, and other pieces. Use additional stickers to create a custom cutie bracelet, and show your love of favorite MY LITTLE PONY POP characters wherever you go! Fans can choose from PRINCESS TWILIGHT SPARKLE and PRINCESS CADANCE ponies or RARITY and PRINCESS LUNA ponies, each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

Returning MY LITTLE PONY products for 2014 include:

### **MY LITTLE PONY WALKIN' TALKIN' PINKIE PIE Pony**

(Ages 3 years & up/Approx. Retail Price: \$22.99/Available: Now)

Everybody's favorite fun-loving party pony is on the move! Gently press the balloons on her cutie mark and the MY LITTLE PONY WALKIN' TALKIN' PINKIE PIE pony will walk forward, speaking silly phrases and singing songs along the way. The WALKIN' TALKIN' PINKIE PIE figure wears an adorable headband with two yellow stars that bobble as she walks. Includes two "AA" demo batteries. Two "AA" replacement batteries required. Available at most major toy retailers nationwide and on HasbroToyShop.com.

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### **MY LITTLE PONY PRINCESS CELEBRATION Car**

(Ages 3 years & up/Approx. Retail Price: \$22.99/Available: Now)

Meet the newest pony princess as TWILIGHT SPARKLE takes a ride through town aboard the MY LITTLE PONY PRINCESS CELEBRATION Cars! SPIKE the dragon steers the kid-powered parade float, which rides behind an aqua convertible decked out with golden trim. Pop the car's trunk for room to store the princess's royal accessories, including gem barrettes, a book, luggage and even a gift box from her adoring fans. There's room for one pony friend (sold separately) to hop in the car and join the trip! Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **MY LITTLE PONY CRYSTAL PRINCESS PALACE Playset**

(Ages 3 years & up/Approx. Retail Price: \$24.99/Available: Now)

A princess needs her palace, and the MY LITTLE PONY CRYSTAL PRINCESS PALACE playset lets PRINCESS TWILIGHT SPARKLE live like royalty. The first floor opens up into a regal suite, complete with vanity and a closet for the princess to store her royal accessories. Take a trot up the golden staircase and get a magical view of EQUESTRIA through the pretty pink telescope. A treasure chest comes chock full of accessories for the PRINCESS TWILIGHT SPARKLE figure, including barrettes, rings, and even a golden crown. The MY LITTLE PONY CRYSTAL PRINCESS PALACE playset comes with an exclusive 3-inch PRINCESS TWILIGHT SPARKLE figurine. Connect this palace playset to the MY LITTLE PONY PONY PRINCESS WEDDING CASTLE playset (sold separately) for even more pony princess fun. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **MY LITTLE PONY FEATURE PRINCESS TWILIGHT SPARKLE Pony**

(Ages 3 years & up/Approx. Retail Price: \$49.99/Available: Now)

In the land of EQUESTRIA, studious TWILIGHT SPARKLE represents the element of magic. Now, the magic is in your hands with the PRINCESS TWILIGHT SPARKLE figure, a moving, talking pony that comes to life with your touch! The PRINCESS TWILIGHT SPARKLE pony is the most interactive MY LITTLE PONY friend to date. This magical pony will respond to touch and motion; simply touch her cutie mark and she will move her head and blink her eyes as she awakens. Brush her mane and the PRINCESS TWILIGHT SPARKLE pony will hum songs and speak whimsical phrases as she's being pampered. Her iridescent turquoise wings and unicorn horn illuminate with a touch, creating enchanting patterns of light. Push her along and watch as PRINCESS TWILIGHT SPARKLE pony's wings flutter as if she was getting ready to take flight! Includes four "AA" demo batteries. Four "AA" replacement batteries required. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **MY LITTLE PONY DESIGN-A-PONY Assortment**

(Ages 3 years & up/Approx. Retail Price: \$14.99/Available: Spring 14)

The MY LITTLE PONY DESIGN-A-PONY assortment lets fans customize two of their favorite pony characters. Whether it's adding moons to PRINCESS LUNA or making sure FLUTTERSHY wears her heart on her hoof, kids will adore making these pony friends all their own. A molded mane and tail allows for even more pony personalization. Each DESIGN-A-PONY figurine comes complete with two markers and two sticker sheets. Fans can also design a PRINCESS CADANCE figure this fall. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **MY LITTLE PONY PRINCESS PACKS Assortment**

(HASBRO/Ages 3 & up/Approx. Retail Price \$12.99/Available: Spring 14)

Each pony in the MY LITTLE PONY PRINCESS PACKS assortment features glimmering strands of hair in her mane, which can be decorated with an assortment of beautiful barrettes. With two ponies in each pack, pony fans are in for a royal play date! Collect PRINCESS CADANCE and APPLEJACK, and PRINCESS TWILIGHT SPARKLE and RAINBOW DASH ponies in the spring, or FLUTTERSHY and PRINCESS PLATINUM, and PINKIE PIE and PRINCESS GOLDEN DREAM ponies in the fall. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

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