



Media contact: Kristin Bradley/Kelsey Tarczanin
Litzky Public Relations
(201) 222-9118
kbradley@litzkypr.com
ktarczanin@litzkypr.com

NERF REBELLE 2014 PRODUCT DESCRIPTIONS

Inspired by current pop culture trends and based on insight from girls, the NERF REBELLE brand is designed to empower players with confidence, high performance action, and a stylish edge, all while inspiring girls to think and play differently. After its global launch and being listed as one of the top toys of 2013 by retailers – there is no stopping the NERF REBELLE brand.

This spring, the NERF REBELLE brand heats up the fun with a new HEARTBREAKER bow “Flame” design and plenty of accessories to help kids practice and perfect their shot. The NERF REBELLE brand also introduces girls to the world of water fun with the new line of NERF REBELLE SUPER SOAKER water blasters and its DOLPHINA bow! Get ready for maximum soakage in style with three fun and fashionable bows and blasters that will prepare kids to not just soak, but make waves!

Then this fall, the NERF REBELLE brand introduces a whole new story with the Secrets and Spies line, five high performance blasters, including the sleek and powerful AGENT BOW, that allow players to take on any NERF REBELLE mission in style. This line is built on play insights from girls and delivers on features they asked for. All blasters in the Secrets and Spies line will include secret message darts or arrows and a separate decoder preparing kids for the ultimate spy mission. Each dart is pre-printed with a message and a blank space, allowing kids to have even more fun by writing their own messages. I am Strong. I am Determined. I am NERF REBELLE.

New NERF REBELLE products for 2014 include:

NERF REBELLE STAR SHOT Target Set and Crossbow

(Ages 8 years & up/Approx. Retail Price: \$19.99/Available: Spring 14)

It’s time for target practice with the NERF REBELLE STAR SHOT target set! Compete with friends and test your skills in a bow-blasting competition. Pinpoint the target with the red laser light and watch as the darts fly. With two different dart colors – one for you and one for your opponent – it is easy to see where each dart lands on the target. Keep honing your aim as you score 1, 3, 5, and finally 10 points! The NERF REBELLE STAR SHOT target set includes a crossbow, a large size target, and comes with 6 suction-cup darts. Requires two “AAA” batteries, demo batteries included. Available at most major toy retailers nationwide and on HasbroToyShop.com.

NERF REBELLE HEARTBREAKER Bow Flame Design

(Ages 8 years & up/Approx. Retail Price: \$19.99/Available: Spring 14)

The new NERF REBELLE HEARTBREAKER bow flame design features bow action and powerful dart performance that will heat up any NERF REBELLE competition! Inspired by current pop culture trends, the HEARTBREAKER bow offers kids the poise and precision to take on any mission. To activate the bow, simply load a dart in the front and take aim. Then, pull back on the bow string handle until the green indicator is visible and release to send darts flaming across the sky up to 75 feet, allowing you to show off your skill with aim and attitude. Ready for action, this bow with a fierce flame design features an accessory rail which provides five-dart storage for easy access to ammo. The NERF REBELLE HEARTBREAKER bow flame design comes with five all new collectible darts. Available at most major toy retailers nationwide and on HasbroToyShop.com.

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NERF REBELLE SUPER SOAKER DOLPHINA Bow

(Ages 6 years & up/Approx. Retail Price: \$16.99/Available: Spring 14)

Take aim with the NERF REBELLE SUPER SOAKER DOLPHINA bow and unleash a soaking stream! Make your move with strength and style, and show your skill at hitting the target with a full blast of water! This water blaster features an iconic bow shape. Simply push the handle forward and pull back to release a stream of cool water to your unsuspecting opponent! Available at most major toy retailers nationwide and on HasbroToyShop.com.

NERF REBELLE SUPER SOAKER BLUE CRUSH Blaster

(Ages 6 years & up/Approx. Retail Price: \$12.99/Available: Spring 14)

Make a stylish splash with the NERF REBELLE SUPER SOAKER BLUE CRUSH blaster! Keep things cool with a big blast of fun and a whole lot of style. Perfect for a sneak attack, the BLUE CRUSH packs a whole lot of power, blasting water up to 38 feet! Available at most major toy retailers nationwide and on HasbroToyShop.com.

NERF REBELLE KNOCKOUT GALLERY Set

(Ages 8 years & up/Approx. Retail Price: \$9.99/Available: Spring 14)

Step right up! It's time to test your skills with the NERF REBELLE KNOCKOUT GALLERY set. This mini blaster comes with three targets for you to "knock out" to win the battle. Knock down the targets one by one to boost skills and have some fun. Create your own targeting gallery to see who can hit the targets first! NERF REBELLE KNOCKOUT GALLERY set comes with one mini blaster, three targets, and three collectible darts. Available at most major toy retailers nationwide and on HasbroToyShop.com.

NERF REBELLE Mini Blaster Assortment

(Ages 8 years & up/Approx. Retail Price: \$6.99/Available: Spring 14)

Take aim, hide out, and let the darts fly with the NERF REBELLE Mini Blaster assortment! These mini blasters pack high-performance power, and feature stylish designs! Each of these three super stealth blasters feature its own unique deco, and kids will love that these Mini Blasters are small enough to stash in a pocket or purse while still having room for double-dart storage! The Mini Blaster Assortment comes in three designs: Femme Fire, Angel Aim, and Pretty Paisley. Collect them all! Each Mini Blaster comes with two collectible darts. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

NERF REBELLE SUPER SOAKER MINI MISSION Blaster

(Ages 6 years & up/Approx. Retail Price: \$4.99/Available: Spring 14)

Take your friends by surprise and show them your stealthy style with the NERF REBELLE SUPER SOAKER MINI MISSION water blaster! Stay undercover with this mini soaker until it's time to deliver some water-blasting fun! Choose from either a purple or blue water blaster and you will be ready for a water battle at any time. These MINI MISSION water blasters may be small, but they sure are powerful! Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

NERF REBELLE AGENT Bow

(Ages 8 years & up/Approx. Retail Price: \$29.99/Available: Fall 14)

The NERF REBELLE AGENT BOW is perfect for high-profile missions that require accuracy and skill. Release the string and watch as the first ever Nerf Rebelle foam arrows soar up to 85 feet across the sky making a whistling sound! For added precision, the AGENT BOW features an electronic glowing red dot that provides better aiming accuracy with every shot. The NERF REBELLE AGENT BOW comes with three secret message foam arrows, a separate decoder, and a detachable quiver. Available at most major toy retailers nationwide and on HasbroToyShop.com.

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NERF REBELLE RAPID RED Blaster

(Ages 8 years & up/Approx. Retail Price: \$29.99/Available: Fall 14)

Mission: Spy Showdown. The NERF REBELLE RAPID RED blaster is the must-have accessory for the quickest spy around. This high-capacity motorized blaster features a 12 dart clip for rapid-fire action with darts soaring up to 75 feet! Not only will you have a super quick NERF REBELLE blaster, but the RAPID RED blaster also features an integrated decoder to quickly access any secret messages sent your way. The NERF REBELLE RAPID RED blaster comes with twelve darts including six "Secret Message" darts and a separate decoder for your friend. Available at most major toy retailers nationwide and on HasbroToyShop.com.

NERF REBELLE SPYLIGHT Blaster

(Ages 8 years & up/Approx. Retail Price: \$19.99/Available: Fall 14)

Keep your spy missions going, anytime of day! The NERF REBELLE SPYLIGHT blaster features a detachable flashlight to put the spotlight on your targets or to help you light up the scene as you conduct your mission. Featuring a 6-shot rotating barrel, you will be ready to take fire at any time and sends darts up to 75 feet! This blaster also features a secret compartment in the handle that stores two darts for unplanned last minute shots! The NERF REBELLE SPYLIGHT blaster comes with an integrated decoder in the barrel, separate decoder, and six darts including three "Secret Message" darts. Available at most major toy retailers nationwide and on HasbroToyShop.com.

NERF REBELLE MESSENGER Blaster

(Ages 8 years & up/Approx. Retail Price: \$14.99/Available: Fall 14)

The best spy missions need to be carefully executed and planned and the NERF REBELLE MESSENGER blaster allows for stealth action. Send secret messages to your friend that no one else can read! Simply write your message on the dart with the special pen hidden in the blaster handle and then launch your message up to 75 feet! Since the text is only visible through the decoder and a special red lens on the blaster, nobody else will know your next step! This 3-shot blaster includes a recipient double decoder, concealable invisible ink marker, and 5 "Secret Message" darts. Available at most major toy retailers nationwide and on HasbroToyShop.com.

NERF REBELLE DIAMONDISTA Blaster

(Ages 8 years & up/Approx. Retail Price: \$9.99/Available: Fall 14)

Even top spies love to be stylish while on a top secret mission. The NERF REBELLE DIAMONDISTA crossbow is a must-have for spy situations that require elegance with an edge. The crossbow sparkles with studs and glitter to ensure you're ready for every fashionista mission. Simply load the dart blaster, pull the string back and press the trigger for realistic crossbow action, sending darts up to 75 feet. The NERF REBELLE DIAMONDISTA blaster comes with a separate decoder and three darts, including two "Secret Message" re-writable darts. Available at most major toy retailers nationwide and on HasbroToyShop.com.

NERF REBELLE Arrow Refill Pack

(Ages 8 years & up/Approx. Retail Price: \$8.99/Available: Fall 14)

Always have extra arrows on hand with the NERF REBELLE Arrow Refill Pack! Each refill pack comes with 3 colorful whistling foam arrows that soar up to 85 feet each. Load your bow (sold separately) and make your mark! Available at most major toy retailers nationwide and on HasbroToyShop.com.

NERF REBELLE SECRETS & SPIES Dart Refill Pack

(Ages 8 years & up/Approx. Retail Price: \$7.99/Available: Fall 14)

When the mission calls for secrets to be sent and shared, the NERF REBELLE SECRETS & SPIES Dart Refill Pack has everything needed to create secret messages. Each refill pack includes 8 re-writeable darts, a pen, and a message decoder for friends to discover the secret messages. Available at most major toy retailers nationwide and on HasbroToyShop.com.

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