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MR. POTATO HEAD 2014 PRODUCT DESCRIPTIONS

Enjoy silly, creative fun with the many personalities and infinite adventures of the beloved MR. POTATO HEAD cast of characters. Preschoolers will love to save the day with their favorite TRANSFORMERS and MARVEL super hero mash ups!

New MR. POTATO HEAD products for 2014 include:

TRANSFORMERS MIXABLE, MASHABLE HEROES

New for 2014, the MR. POTATO HEAD brand combines mini spuds with Mix & Mash play in a two-inch scale featuring everyone's favorite TRANSFORMERS characters!

TRANSFORMERS MIXABLE, MASHABLE HEROES FIGURE 2-PACK ASSORTMENT

(Ages 2 years & up/Approx. Retail Price: \$6.99/Available: May 14)

Potatoes in disguise! The battle of AUTOBOTS vs. DECEPTICONS wages on. You can morph these two-inch spuds into vehicle or robot mode. OPTIMUS PRIME and STARSCREAM spuds each have two three-piece costumes to switch from robot to vehicle mode. Each character sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

TRANSFORMERS MIXABLE, MASHABLE HEROES FIGURE ASSORTMENT

(Ages 2 years & up/Approx. Retail Price: \$4.99/Available: May 14)

Save the day with OPTIMUS PRIME, BUMBLEBEE, and GRIMLOCK spuds! Preschoolers will enjoy silly adventures with these two-inch spudtacular super heroes that come with three pieces for robot mode. Kids can collect them all and mix and mash the parts and pieces to create their own unique characters. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

TRANSFORMERS MIXABLE, MASHABLE HEROES OPTIMUS PRIME AND GRIMLOCK

(Ages 2 years & up/Approx. Retail Price: \$14.99/Available: Fall 14)

OPTIMUS PRIME spud partners up with GRIMLOCK spud to battle the DECEPTICONS! Squeeze the GRIMLOCK figure's eyes and watch as his jaw chomps and launches a projectile! Includes one two-inch potato body and three pieces to construct OPTIMUS PRIME spud and one four-inch potato body with parts and pieces to construct GRIMLOCK spud. Available at most major toy retailers nationwide and on HasbroToyShop.com.

MARVEL MIXABLE, MASHABLE HEROES

New for 2014, the MR. POTATO HEAD brand brings Mix & Mash play to a new two-inch scale featuring everyone's favorite MARVEL super heroes, from SPIDER-MAN and HULK to CAPTAIN AMERICA and IRON MAN!

MARVEL MIXABLE, MASHABLE HEROES FIGURE 2-PACK ASSORTMENT

(Ages 2 years & up/Approx. Retail Price: \$6.99/Available: May 14)

Changing identity has always been a favorite practice for MARVEL heroes... and the MR. POTATO HEAD character, too! Imaginative kids can switch from SPIDER-MAN to DOC OCK spuds or HULK to WOLVERINE spuds, or even create their own unique mashed up combination. Each sold separately. Two-pack includes one two-inch potato body and two three-piece super hero costumes. Available at most major toy retailers nationwide and on HasbroToyShop.com.

MARVEL MIXABLE, MASHABLE HEROES FIGURE ASSORTMENT

(Ages 2 years & up/Approx. Retail Price: \$4.99/Available: May 14)

Preschoolers' favorite MARVEL heroes are now in mini tater form. Kids can embark on imaginative adventures with two-inch CAPTAIN AMERICA, SPIDER-MAN, and IRON MAN spuds that come with three mix and match parts. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLE TATERS

Scale down the size and amp up the fun with the MR. POTATO HEAD LITTLE TATERS collection! These four-inch spuds are ready for a mixin', mashin', and smashin' good time!

MR. POTATO HEAD LITTLE TATERS SPUD SAFARI SET

(HASBRO/Ages 2 years & up/Approx. Retail Price: \$19.99/Available: Now)

The new jungle themed set includes 19 parts and pieces and two 4-inch potato bodies. Create gorilla-spud, lion-spud, elephant-spud or car-spud with this spudtacular safari set! The easy-to-use storage container is portable and playable with lots of places to plug in parts and pieces for extended imaginative play. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLE TATERS DELUXE ASSORTMENT

(Ages 2 years & up/Approx. Retail Price: \$9.99/Available: Spring 14)

These little spuds are ready for action and adventure! Mix things up with rolling "vehicle pants" that are sure to drive kids' imagination. Featuring one four-inch potato body and eight parts and pieces, choose from a princess, pilot or pirate character that brings all new vehicle fun to the classic MR. POTATO HEAD character play! Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLE TATERS FIGURE

(Ages 2 years & up/Approx. Retail Price: \$5.99/Available: Fall 14)

A lot of fun in a little spud! These mini figures are perfectly sized for little hands. The new mermaid LITTLE TATERS character takes your imaginative adventures under the sea! Figure includes five parts and pieces and one four-inch potato body. Available at most major toy retailers nationwide and on HasbroToyShop.com.