



September 10, 2008

## **Hasbro Unveils "The MY LITTLE PONY Project: 25 Ponies for 25 Years" Collection; Talented Participants Include Pop Culture Influentials from Fashion, Music and the Arts**

### **Entire Collection of Custom 18" Ponies Will Be Showcased at a Gallery Exhibition in New York City and Auctioned to Benefit Give Kids The World Village**

PROVIDENCE, R.I.--(BUSINESS WIRE)--Sept. 10, 2008--Hasbro, Inc.'s (NYSE: HAS) iconic MY LITTLE PONY brand will culminate its year-long global 25th birthday celebration with "The MY LITTLE PONY Project: 25 Ponies for 25 Years" gallery exhibition. The special one-night only event will take place on September 18th at the Chelsea Art Museum in New York City and will showcase "The MY LITTLE PONY Project: 25 Ponies for 25 Years" collection for the first time in its entirety. The ponies, created by pop culture influentials such as David Arquette and Courteney Cox, Leah Remini and LeAnn Rimes, will be auctioned off by CharityFolks.com in support of Give Kids The World Village, a nonprofit organization that provides week-long vacations to Central Florida to children with life-threatening illnesses and their families. The general public can also participate in the auction, which will run from September 18 through October 2 by visiting [www.charityfolks.com/mylittlepony](http://www.charityfolks.com/mylittlepony).

Created in honor of the brand's 25th birthday, "The MY LITTLE PONY Project: 25 Ponies for 25 Years" initiative invited international pop culture influentials including celebrities, fashion designers, artists, collectors, and kids to design a collection of 25 one-of-a-kind MY LITTLE PONY 18-inch figures.

Each of the following individuals has created a unique 18-inch MY LITTLE PONY figure for auction:

- Television and film personalities: David Arquette and Courteney Cox, Leah Remini, John Stamos
- Musicians: Deborah Gibson, Amy Grant, LeAnn Rimes
- Fashion influentials: Kimora Lee Simmons for Baby Phat, Lisa Pliner, wife of shoe designer, Donald Pliner
- Artists: Jon Burgerman, Toki Doki, Catalina Estrada, Jim Houser, Klor (123 Klan), Junko Mizuno, Claw Money, Junie Moon, Tado

"The MY LITTLE PONY Project: 25 Ponies for 25 Years" collection will also include several ponies created by MY LITTLE PONY enthusiasts from around the globe, chosen as part of an online contest. Custom ponies were designed by children from Ireland, Mexico, Australia and the United States and one adult from the MY LITTLE PONY collector community.

"We are in awe of the creativity and enthusiasm that celebrities, artists and fans have shown in designing their one-of-a-kind ponies for 'The MY LITTLE PONY Project'," said Valerie Jurries, Global Vice President of Marketing for Hasbro's MY LITTLE PONY brand. "Together with all 'The MY LITTLE PONY Project' participants, we are proud to celebrate the 25th birthday of a brand that has touched the hearts of millions of young girls across the world, while supporting Give Kids The World Village."

"Give Kids The World is incredibly honored to partner with Hasbro and its MY LITTLE PONY brand; their compassion and generosity are truly overwhelming. Magic and enchantment play an important role not only in the MY LITTLE PONY brand, but also in the lives of the special children we serve, creating the happiness that inspires hope," said Pamela Landwirth, president, Give Kids The World.

Hasbro officially launched the program earlier this year with the unveiling of the first two custom ponies: Silver Pony, a pony made from 100% sterling silver designed by Hasbro, and TWINKLE HOPE, a pony designed for Give Kids The World. In

addition to the auction, the MY LITTLE PONY brand is proud to support Give Kids The World with a donation of \$75,000. A 4.5-inch version of the TWINKLE HOPE pony will be available for purchase as part of the MY LITTLE PONY fall 2008 toy line.

Hasbro is working with renowned creative New York-based agency Thunderdog Studios and online auction marketplace CharityFolks.com, to bring this exciting project to life.

For more information on "The MY LITTLE PONY Project: 25 Ponies for 25 Years" program and to view portions of the collection, please log onto [www.themylittleponyproject.com](http://www.themylittleponyproject.com). The general public can participate in the auction from September 18 to October 2 by visiting [www.charityfolks.com/mylittlepony](http://www.charityfolks.com/mylittlepony).

#### About MY LITTLE PONY

The MY LITTLE PONY franchise was introduced in 1983 and quickly became a favorite of millions of girls around the world. Hasbro re-introduced the popular brand in 2003 and since then more than 50 million ponies have made their way into little girls' hands nationally and approximately 100 million globally, along with an extensive range of merchandise from toys to video games. The Entertainment & Licensing division of Hasbro is also gearing up for the 25th birthday of MY LITTLE PONY working with its portfolio of more than 150 licensees that support the brand to continue bringing a variety of lifestyle goods to market from apparel to home DVDs, domestics, arts and crafts, party goods, cards/stationery and books.

#### About Give Kids The World

Give Kids The World (GKTW) is a 70-acre, nonprofit resort in Central Florida that creates magical memories for children with life-threatening illnesses and their families. GKTW provides accommodations at its whimsical resort, donated attractions tickets, meals and more for a week-long, cost-free fantasy vacation. With the help of many generous individuals, corporations and partnering wish-granting organizations, Give Kids The World has welcomed more than 85,000 families from all 50 states and over 60 countries

#### About Thunderdog

"Brainstorming a Clouded World"- THUNDERDOG STUDIOS is a New York based Creative Agency and Toy Brand founded by artist Tristan Eaton in 2003. As a global leader in pop culture, THUNDERDOG STUDIOS cultivates art for city streets, gallery walls and everywhere in-between. Whether it's collaborating with their 20 member art collective, producing exhibitions, manufacturing toys or consulting brands and agencies, THUNDERDOG STUDIOS strives for excellence in everything they do.

#### About CharityFolks.com

CHARITYFOLKS.COM is an online auction marketplace that has fast become THE place to find one of a kind celebrity experiences, backstage encounters and sold out seats to major shows and events. With proceeds from every auction going direct to charity, CharityFolks.com has helped raise millions of dollars for various causes with the help of celebrities and newsmakers such as Julia Roberts, Tiger Woods, David Beckham, Jonas Brothers, Justin Timberlake, President Bill Clinton, Alicia Keys, Bruce Springsteen and more. [www.charityfolks.com](http://www.charityfolks.com)

#### About Hasbro

Hasbro, Inc. is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2008 Hasbro, Inc. All Rights Reserved.

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CONTACT: Litzky Public Relations

Josslynne Welch or Marni Bahniuk

(O) (201) 222-9118

© (201) 213-5711

[jwelch@litzkypr.com](mailto:jwelch@litzkypr.com)

[mbahniuk@litzkypr.com](mailto:mbahniuk@litzkypr.com)

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