



LITTLEST PET SHOP 2015 PRODUCT DESCRIPTIONS

BLYTHE BAXTER and her father live in Downtown City above the LITTLEST PET SHOP, a day camp for all kinds of amazing pets, including doggie diva ZOE TRENT, head hedgehog RUSSELL FERGUSON and resident artist monkey MINKA MARK. Big adventures ensue when BLYTHE discovers she can miraculously talk with her animal friends and notices these pets may be small in stature, but their personalities are larger than life! Fans can follow the adventures of BLYTHE and her friends on the “Littlest Pet Shop” animated series, created by Hasbro Studios and airing on the Discovery Family Channel in the US.

Fans can create and design their own Little Pet Shop world their way with customizable style sets and figures inspired by the “Littlest Pet Shop” animated series. Fans can decorate and style the sets with Deco Bits pieces, stickers, and other decorative pieces, and can collect and stack the style sets vertically or horizontally to create their own unique world then. In 2015, fans can also collect and customize 300+ pets! This Fall, experience Pet Fest, the biggest music festival to hit Downtown City, with customizable style sets including the PAWZA HOTEL Style Set, BACKSTAGE Style Set, FUN PARK Style Set, and even a LITTLEST PET SHOP JET to get to the Pet Fest Celebration in style.

Fans of the franchise can connect with their favorite pets digitally in the LITTLEST PET SHOP YOUR WORLD app. Fans can scan the pets they collect to bring them to life virtually in the app! Once pets are collected, fans can, play activities and games with, care for and dress up their pets. They can also level up to unlock new rooms and accessories to design their own LITTLEST PET SHOP world, digitally.

Fans can further express their personal style with the LITTLEST PET SHOP brand’s global licensing program that features licensees across all major categories at retail including apparel, accessories, publishing and digital gaming.

New LITTLEST PET SHOP products for Spring 2015 include:

LITTLEST PET SHOP LIMO

(Ages 4 years & up/Approx. Retail Price: \$14.99/Available: Spring 2015)

Now your favorite pets can cruise around Downtown City in ultimate style! The LITTLEST PET SHOP LIMO features rolling wheels, fits multiple pets, and even has a “hot tub” for the pets to relax in. This stylish limo includes Deco Bits pieces and stickers for decorating the limo, one exclusive Pink Poodle pet, and a pair of cool shades to style the pet! Additional pets sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP SCENE Style Sets Assortment

(Ages 6 years & up/Approx. Retail Price: \$14.99/Available: Spring 2015)

Downtown City is full of fun places to visit, and the LITTLEST PET SHOP pets can’t wait to explore! Fans can recreate pet hang outs featured in the “Littlest Pet Shop” animated series with the LITTLEST PET SHOP SCENE Style Sets. Each stackable and customizable set includes one pet and more than 40 pieces to create and decorate with, including wall panels, a reversible scene backdrop, fun accessories, and Deco Bits pieces and stickers. Fans can choose between two LITTLEST PET SHOP locales this Spring including a Pool and Dance Club, with two additional fun scenes for the Fall including a Gym and Garden. Each set comes with one pet. The LITTLEST PET SHOP Scene Style Sets can be stacked with other LITTLEST PET SHOP Style Sets from Downtown City for additional world play. Each style set sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP MULTI PET Pack

(Ages 4 years & up/Approx. Retail Price: \$14.99/Available: Spring 2015)

An instant collection of adorable pets for any LITTLEST PET SHOP fan. Each LITTLEST PET SHOP MULTI PET Pack includes five pets, fun accessories, and Deco Bits pieces to play out your favorite stories! There are three new themes for 2015, including a PET ROCK BAND and BIRTHDAY PARTY theme for the Spring, and a new RAINING-CATS-AND-DOGS theme for the Fall. Available at most major retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP STYLE 'N STORE Pets

(Ages 4 years & up/Approx. Retail Price: \$9.99/Available: Spring 2015)

LITTLEST PET SHOP STYLE 'N STORE Pets allow fans to customize their favorite pets from Downtown City. Use the included markers, stickers, and Deco Bits pieces to make your pet one of a kind! When you are done, store the supplies in the back of each pet! Fans can collect two pets this Spring and one additional for Fall, including fan-favorites MINKA MARK and ZOE TRENT. Available at most major retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP THEMED Style Packs

(Ages 4 years & up/Approx. Retail Price: \$12.99/Available: Spring 2015)

Fans can recreate their favorite scenes from the "Littlest Pet Shop" animated series – or create ones of their own – with the LITTLEST PET SHOP THEMED STYLE PACKS Assortment. Each pack includes two pets, a scene backdrop, stickers, Deco Bits pieces, and fun themed accessories. Fans can choose between two exciting LITTLEST PET SHOP scenes this Spring, including KOALA'S HABITAT and BISKIT CHINCHILLA'S BEDROOM. The LITTLEST PET SHOP Themed Style Packs can be used with other LITTLEST PET SHOP style sets from Downtown City for additional world play – just slide the backdrops into any other style set to create new locations. Each Themed Style Pack sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP Pet Pairs and Fashions Assortment

(Ages 4 years & up/Approx. Retail Price: \$9.99/Available: Spring 2015)

Add some glitz and glam to your favorite LITTLEST PET SHOP characters with the LITTLEST PET SHOP Pet Pairs and Fashion Assortment! Fans can customize their favorite pets with stylish, interchangeable outfits and bodies to allow for tons of fashion play and storytelling possibilities. Fans can also accessorize their pets with themed accessories and Deco Bits accessories. Each set comes with two pets. Fans can collect exciting themes such as WINTER and SWEET SHOPPE. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP BLYTHE and Fashions Assortment

(Ages 4 years & up/Approx. Retail Price: \$7.99/Available: Spring 2015)

Each set in the LITTLEST PET SHOP BLYTHE and Fashions Assortment feature style-savvy BLYTHE BAXTER and a pet, dressed in trendy looks for a day full of Downtown City adventures! BLYTHE is ready to chillax in adorable shorts and sunglasses, or embark on her next adventure in stylish leggings and a denim jacket. Fans can collect four different, themed looks including Beach, Skating, Casual, and Preppy - each with interchangeable outfits, accessories, and one pet friend. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP Mini Style Sets

(Ages 4 years & up/Approx. Retail Price: \$7.99/Available: Spring 2015)

Design your LITTLEST PET SHOP world your way with the Mini Style Sets. Each stackable and customizable themed set includes one pet, stickers, Deco Bits pieces, a side panel, and a reversible backdrop with two unique scenes. Design your world your way by stacking the mini style sets to each other (vertically or horizontally) or with other LPS Style Sets (each sold separately). They can even attach to other accessories in the LITTLEST PET SHOP line, such as staircases and slides! Fans can come up with the cutest stories with 6 new themes to collect in Spring and four additional themes in Fall including a SWEET SHOPPE, ICE HOUSE, JUNGLE, ART STUDIO, and more. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP PET PAWSABILITIES Assortment

(Ages 4 years & up/Approx. Retail Price: \$4.99/Available: Spring 2015)

There are tons of fashion possibilities with the LITTLEST PET SHOP PET PAWSABILITIES Assortment. Each adorable pet in the collection features bobble-head motion and comes with a lovable pet friend and several Deco Bits pieces and accessories for customization play. Fans can collect all 32 LITTLEST PET SHOP friends this year including an Elephant/Mouse, Gorilla/Kitten, and Giraffe/Flamingo. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP Pet Singles Assortment

(Ages 4 years & up/Approx. Retail Price: \$2.99/Available: Spring 2015)

Fans can collect exciting and adorable new pet pals from the “Littlest Pet Shop” animated series, available in the LITTLEST PET SHOP Pet Singles Assortment. Fans can collect 25 pets, including a Yorkie and Siamese Cat in the Spring and a Gazelle and Red Panda in the Fall. Each pet includes bobble-head motion and can be customized with the included Deco Bits piece. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP Blind Bag

(Ages 4 years & up/Approx. Retail Price: \$2.49/Available: Spring 15)

Fans will not know which new exciting pet they will collect next with the LITTLEST PET SHOP Blind Bag Assortment! Each blind bag contains one of 24 themed pets, with matching hideaway accessory and a Deco Bits piece that can plug into the LITTLEST PET SHOP pet or hideaway for a little added glamour! Two exciting collections for Spring and two additional in Fall including SILLY SNACKERS and Bags and Shoes. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

New LITTLEST PET SHOP products for Fall 2015 include:

LITTLEST PET SHOP JET

(Ages 6 years & up/Approx. Retail Price: \$39.99/Available: Fall 2015)

When the pets travel around the world, they do it in style! The LPS® Jet comes with over 165 pieces to make every ride an exciting one. The LPS® JET opens up into an extended play area featuring a translucent, opening canopy where kids can hang accessories and decorate with Deco Bits pieces. Other fun features of the LPS® JET include an opening cockpit, rear area for storage or “sleeping” pets, three hanging swings, a slide, and a pet feeder! The LITTLEST PET SHOP JET comes with four exclusive pets, including a cheetah. Available at most major retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP BACKSTAGE Style Set

(Ages 6 years & up/Approx. Retail Price: \$24.99/Available: Fall 2015)

The Pet Fest is the biggest event in Downtown City, and the excited pets are getting ready for the big show at the LITTLEST PET SHOP BACKSTAGE Style Set! This stackable Style Set comes with over 100 pieces, including Deco Bits pieces, accessories, and stickers, so fans can create all kinds of fashion stories and get ready for Pet Fest with their favorite pets. The floor expands to increase play area, and a catwalk allows for a “cat’s eye view” of all the fun! The BACKSTAGE Style Set comes with two exclusive pets, including a Pomeranian, fun pet fashions, and six unique backdrop scenes to encourage ever-changing story play. The LITTLEST PET SHOP BACKSTAGE Style Set can be stacked with other LITTLEST PET SHOP style sets from Downtown City for additional world play. Each style set sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP FUN PARK Style Set

(Ages 6 years & up/Approx. Retail Price: \$19.99/Available: Fall 2015)

Pet Fest, the most exciting event in Downtown City, is here! Create a room featuring a “tilt” ride that holds the pets and spins, a fun spinning wheel, a hamster trail, and even a zip line that takes pets around the set! Includes over 60 pieces, including Deco Bits pieces and stickers for decorating, accessories for styling, a reversible scene backdrop, and an exclusive ferret pet! The LITTLEST PET SHOP FUN PARK Style Set can be stacked on top of other LITTLEST PET SHOP style sets from Downtown City for additional world play. Each style set sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP COLLECTOR PARTY Pack

(Ages 4 years & up/Approx. Retail Price: \$19.99/Available: Fall 2015)

The fashionable pets of the “Littlest Pet Shop” animated series are ready to show off their latest looks as they arrive in style to the best pet party ever: Pet Fest! The LITTLEST PET SHOP COLLECTOR Party Pack includes 15 friend pets including a GLITTER CHASE KITTY, each with its own themed party Deco Bits & accessories. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP THEMED Style Packs

(Ages 4 years & up/Approx. Retail Price: \$12.99/Available: Fall 2015)

New themed environments that inspire great storytelling play and also connect to the LITTLEST PET SHOP set system. Each pack includes a Mini Style Set with fun accessories (including a motion accessory, such as a spinning wheel, spinning cup, or swing), three pets, stickers, Deco Bits™ pieces, and mini scene backdrop. Assortment of four exciting scenes for Fall including Sweet Shop, Day Camp Capers™, Spider Hideaway, and Birdhouse. Themed Style Packs can be used with other LITTLEST PET SHOP style sets from Downtown City for additional world play – stack the Mini Style Set to any other style set. Each Themed Style Pack sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP Mini Pet Pack

(Ages 4 years & up/Approx. Retail Price: \$9.99/Available: Fall 2015)

Each adorable family pack of pets looks picture-perfect – until it’s clear that one of the little pets has gotten mixed up with the wrong family! The LITTLEST PET SHOP Mini Pet Pack encourages collectability as you try to reunite the silly siblings. Each pack includes a big pet, four baby pets, and Deco Bits pieces customize the pets and tell stories. Choose from four families including a Panda and Bunny Pet Pack! Each pack sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

Returning LITTLEST PET SHOP products for 2015 include:

LITTLEST PET SHOP Style Set

(Ages 6 years & up/Approx. Retail Price: \$39.99/Available: Spring 2015)

Pulled right from the “Littlest Pet Shop” animated series, the LITTLEST PET SHOP Style Set is the hub of all activity for BLYTHE and her pet friends. Fans can create and decorate this stackable and customizable set with 135 pieces, including wall panels, accessories, reversible scene backdrop, stickers and Deco Bits – unique, small accessories that plug into LITTLEST PET SHOP pets and style sets for a little added glamour. Then fans can style their own pet shop, with colorful curtains, fabric rug, bookshelf, and other decorative pieces. Style set comes with three exclusive LITTLEST PET SHOP pets, including MINKA MARK monkey, SUNIL NEVLA mongoose, and KITTEERY BANTER cat. The LITTLEST PET SHOP Style Set can be stacked with other LITTLEST PET SHOP style sets from Downtown City for additional world play. Each style set sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP BLYTHE BEDROOM Style Set

(Ages 6 years & up/Approx. Retail Price: \$29.99/Available: Spring 2015)

Fashionista BLYTHE BAXTER loves to decorate her room and mix things up! Fans can now design a room alongside their style savvy friend with the LITTLEST PET SHOP BLYTHE’S BEDROOM Style Set. This stackable and customizable style set lets fans create and decorate BLYTHE’s bedroom with over 95 accessories, including wall panels, a reversible scene backdrop, stickers and Deco Bits – unique, small accessories that plug into LITTLEST PET SHOP pets and style sets for a little added glamour. Fans can add some finishing touches to the room with decorative accessories, including a bed, chair, fabric rug and nightstand. The style set comes with two LITTLEST PET SHOP figures, a BLYTHE doll and PENNY LING panda. The LITTLEST PET SHOP BLYTHE’S BEDROOM Style Set can be stacked with other LITTLEST PET SHOP style sets from Downtown City for additional world play. Each style set sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP PET DAY CAMP Style Set

(Ages 6 years & up/Approx. Retail Price: \$29.99/Available: Spring 2015)

The pets of Downtown City can't wait to play at the LITTLEST PET SHOP PET DAY CAMP Style Set. This stackable, fun-filled playground brings exciting activities for the pets to partake in, including a slide that can be placed inside or outside the set, twirling swing and rocking fish chair. Fans can create and decorate this stackable and customizable style set with over 95 pieces, including wall panels, reversible scene backdrop, stickers and Deco Bits – unique, small accessories that plug into LITTLEST PET SHOP pets and style sets for a little added glamour. The LITTLEST PET SHOP PET DAY CAMP Style Set comes with two LITTLEST PET SHOP pets, RUSSELL FERGUSON hedgehog and LEMON FACE MCGILS lizard. The LITTLEST PET SHOP PET DAY CAMP style set can be stacked with other LITTLEST PET SHOP style sets from Downtown City for additional world play. Each style set sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP RUNWAY Style Set

(Ages 6 years & up/Approx. Retail Price: \$19.99/Available: Spring 2015)

Style is always top of mind for BLYTHE BAXTER, and with the help of the LITTLEST PET SHOP pets, this year's Downtown City fashion show is going to be the best one yet, with the LITTLEST PET SHOP RUNWAY Style Set. Fans can put their pets on the runway and spin the dial to see them make their debut through the fabric curtains to "walk the catwalk." Fans can create and decorate their own runway with over 75 pieces, including wall panels, reversible scene backdrop, stickers and Deco Bits –unique, small accessories that plug into LITTLEST PET SHOP pets and style sets for a little added glamour. Once set, fans can style the Runway with chairs, clothes racks, and other accessories. The LITTLEST PET SHOP RUNWAY style set comes with one exclusive LITTLEST PET SHOP pet, LILY LAROUX cat. The LITTLEST PET SHOP RUNWAY Style Set stage can be stacked on top of other LITTLEST PET SHOP style sets from Downtown City for additional world play. Each style set sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP Pet Styling Pack

(Ages 4 years & up/Approx. Retail Price: \$19.99/Available: Spring 2015)

The LITTLEST PET SHOP Pet Styling Pack assortment lets fans customize their favorite pets from Downtown City. There are tons of fashion combinations, with four fashionable pets, such as DELILAH BARNSELY cat and PRINCESS STORI JAMESON dog, multiple adorable interchangeable outfits, stylish accessories and Deco Bits –unique, small accessories that plug into LITTLEST PET SHOP pets and style sets for a little added glamour. The LITTLEST PET SHOP Pet Styling Pack also includes alternate bodies for the pets allowing fans to explore even more "fashion fur-ward" combinations! Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP BLYTHE and Scooter Vehicle

(Ages 4 years & up/Approx. Retail Price: \$12.99/Available: Spring 2015)

Aspiring designer BLYTHE BAXTER is taking her four-legged friends on adventures in style in the LITTLEST PET SHOP BLYTHE AND SCOOTER vehicle! An adorable little kitten sits in the sidecar, ready for fashionable fun alongside BLYTHE doll. Fans can customize a truly stylish ride for BLYTHE and her pet friend with stickers and Deco Bits—unique, small accessories that plug into LITTLEST PET SHOP pets and style sets for a little added glamour. Place some of the Deco Bits onto her helmet, and then this BLYTHE doll is ready to go! Available at most major toy retailers nationwide and on HasbroToyShop.com.

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