



Media contact: Marissa Connelly
Litzky Public Relations
(201) 222-9118
mconnelly@litzkypr.com

Disney: POP-UP MAGIC 2014 PRODUCT DESCRIPTIONS

Hasbro invites children to experience the magical worlds and stories of some of their favorite Disney characters with the launch of POP-UP MAGIC, the first modular, 3D gaming system from Hasbro. This spring children can relive some of the most exciting moments from these treasured stories with the launch of Disney Princess Castle: POP-UP MAGIC Game, Disney Princess Cinderella's Coach: POP-UP MAGIC Game, Disney Tangled: POP-UP MAGIC Game and more.

Disney Frozen: POP-UP MAGIC Game

(Ages 3 years & up/Players: 2 – 3/Approx. Retail Price: \$12.99/Available: Summer 2014)

Join the 3D adventure with Anna, Elsa & Olaf! Players follow the game path through twists and turns of the pop-up game board, while experiencing the adventures from *Frozen*. But beware; there are villains to block your path. The first to reach the end of the path wins! Expand the fun by connecting the Disney Princess Castle, Disney Tangled and Disney Princess Cinderella's Coach POP UP MAGIC games (each game sold separately). Set includes 3 character figurines, friend tokens and a connector bridge.

Disney Princess Enchanted: Mini POP-UP MAGIC Game

(Ages 3 years & up/ Players: 1/Approx. Retail Price: \$4.99/Available: Summer 2014)

Get ready for some picture matching fun with your favorite Disney Princess characters! Flip over the cards, three at a time, and try to make a match. Beware of the villain cards since they will move you backwards! Set includes one Disney Princess figurine, friend tokens and magical pop-up card game.

Disney Princess Castle: POP-UP MAGIC Game

(Ages 3 years & up/Players: 2—4/Approx. Retail Price: \$19.99/Available: Spring 2014)

Immerse yourself in the worlds of your favorite Disney Princess characters with the all-new Disney Princess Castle: POP-UP MAGIC game. Kids can play as Ariel, Belle, Rapunzel or Snow White as they travel along the 3D game board through twists and turns to the magical pop-up castle to win. Expand the fun by connecting the Disney Tangled, Princess Cinderella's Coach and Frozen POP-UP MAGIC games (each game sold separately). Set includes 4 princess figurines and friend tokens.

Disney Princess Cinderella's Coach: POP-UP MAGIC Game

(Ages 3 years & up/Players: 2/Approx. Retail Price: \$12.99/Available: Spring 2014)

Journey with Cinderella and Prince Charming on a magical adventure in the all-new Disney Cinderella's Coach: POP-UP MAGIC game. Follow the game paths on the 3D game board through twists, turns and enchanting moments of Cinderella's story to be the first to reach the end and win! Expand the fun by connecting the Disney Princess Castle, Tangled and Frozen POP UP MAGIC games (each game sold separately). Set includes 2 character figurines, friend tokens and connector bridge.

Disney Princess Tangled: POP-UP MAGIC Game

(Ages 3 years & up/Players: 2/Approx. Retail Price: \$12.99/Available: Spring 2014)

Help Rapunzel and Flynn escape from Rapunzel's tower. Follow the game path through twists, turns and exciting adventures from *Tangled*. Players can find friends along the way that can help them with the game. First player to the 3D tower wins! Expand the fun by connecting the Disney Princess Castle, Princess Cinderella's Coach and Frozen POP UP MAGIC games (each game sold separately). Set includes 2 character figurines, friend tokens and connector bridge.