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Iconic PLAY-DOH Brand Introduces New Compound and Color Sticks

New Fluffy PLAY-DOH PLUS Compound Brings Greater Detail and Design to PLAY-DOH Creations, New PLAY-DOH Color Sticks Encourage On-the-Go Fun

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Big things are taking shape this year for the PLAY-DOH brand from [Hasbro, Inc.](http://Hasbro.Inc) (NASDAQ: HAS)! Creativity is about to be taken to the next level as the PLAY-DOH brand introduces a new compound: PLAY-DOH PLUS, a soft and fluffy compound that allows for a new level of creative detail in PLAY-DOH play. The PLAY-DOH brand will also launch Color Sticks, a new collection of colorful, 1oz. individually wrapped PLAY-DOH compound.



PLAY-DOH PERFECT TWIST ICE CREAM PARLOR Playset by Hasbro (Photo: Business Wire)

Featuring patent pending technology for a softer, smoother texture, the new PLAY-DOH PLUS compound allows artists to "plus up" an original PLAY-DOH creation into a realistic-looking masterpiece. Its softer, fluffier texture is perfect for adding dollops of frosting or detailed decorations on Play-Doh cakes, cookies & cupcakes, or to add details like ruffles and ribbons onto a PLAY-DOH dress! On shelves now, the exciting new PLAY-DOH PLUS compound is sold both by the packs and included in many of the 2013 PLAY-DOH playsets throughout the year. Look for the purple can!

Also new in 2013 are the individually wrapped 1 oz. PLAY-DOH Color Sticks. With a variety of 33 classic colors, kids can think "outside the can" and let their imaginations take shape wherever their creativity sparks. Whether it's in the home or on the go, little PLAY-DOH artists and their parents are sure to be delighted with the most colorful PLAY-DOH collection yet!

"Our new PLAY-DOH PLUS compound and PLAY-DOH Color Sticks are both game changers. Never before have PLAY-DOH artists been able to achieve the level of detail now possible using PLAY-DOH PLUS and we hope that parents will enjoy the ease of use and convenience provided by our new Color Sticks," said Jerry Perez, Senior Vice President and Global Brand Leader. "Creating with PLAY-DOH compound is a childhood rite of passage and remains a favorite activity with artists of all ages, we are thrilled that the brand continues to find new ways to excite our fans."

Fans can share their passion, talent, and tips with the PLAY-DOH online community. Join the PLAY-DOH brand at Facebook.com/PlayDoh, Twitter.com/PlayDoh, and Pinterest.com/PlayDoh to follow, connect, and share.

With themes including SWEET SHOPPE, DISNEY PRINCESS, and DIGGIN' RIGS, the 2013 PLAY-DOH product line up includes something for every little artist. Highlights from the 2013 product portfolio include:

PLAY-DOH FROSTING FUN BAKERY Playset

(HASBRO/Ages 3 years & up/Approx. Retail Price: \$12.99/Available: Spring 13)

Decorate some silly treats and enhance PLAY-DOH play with the FROSTING FUN BAKERY playset! Stamp out four PLAY-DOH cookies and cupcakes and then decorate them with PLAY-DOH PLUS compound using the Dolloping Station. Kids can take their PLAY-DOH creations to the next level by adding fine details, flowers, designs, and more to their crazy treats using the

softer PLAY-DOH PLUS compound. Little decorators can display their fantastic new creations in the iconic bakery stand or tray. Set includes two cans of standard PLAY-DOH compound and two standard cans of new PLAY-DOH PLUS compound for endless decorating possibilities! Available at most major toy retailers nationwide and on HasbroToyShop.com.

PLAY-DOH PERFECT TWIST ICE CREAM PARLOR Playset

(HASBRO/Ages 3 years & up/Approx. Retail Price: \$19.99/Available: Fall 13)

Swirl up some fun and create PLAY-DOH PLUS soft serve ice cream treats with the PERFECT TWIST ICE CREAM PARLOR playset! With a twist of two vibrant PLAY-DOH PLUS colors, the magical SWIRLER enhances sweet shoppe play and creates the most realistic looking PLAY-DOH PLUS soft serve ice cream cones yet! Kids can then sprinkle on some colorful PLAY-DOH toppings to decorate their very own cone with the Rainbow Sprinkle Crank & Cone dispenser. Set includes five cones, two dishes, two spoons, three standard cans of PLAY-DOH compound and two standard cans of new PLAY-DOH PLUS compound! Available at most major toy retailers nationwide and on HasbroToyShop.com.

PLAY-DOH DISNEY PRINCESS RAPUNZEL HAIR DESIGNS Playset

(HASBRO/Ages 3 years & up/Approx. Retail Price: \$12.99/Available: Spring 13)

Help Rapunzel let down her hair with the RAPUNZEL HAIR DESIGNS playset! Load the PLAY-DOH compound and crank out Rapunzel's long locks! Girls can use a characterized comb to create a cool crimp or twist up a braid with the roller featuring the princess's best friend Pascal. Use the amazing sparkle PLAY-DOH compound to make her hair really shine! Includes three different accessories, one large PLAY-DOH can and two standard cans of sparkle color. Available at most major toy retailers nationwide and on HasbroToyShop.com.

PLAY-DOH DISNEY PRINCESS DESIGN-A-DRESS BOUTIQUE Playset

(HASBRO/Ages 3 years & up/Approx. Retail Price: \$16.99/Available: Fall 13)

Girls can act as Belle and Rapunzel's personal PLAY-DOH stylists to dress them for the ball! With the new DESIGN-A-DRESS BOUTIQUE playset, girls can create beautiful ball gowns and sparkly accessories for their favorite Disney Princesses. Create PLAY-DOH dresses using a fashion plate mold or gown attachment and then use the Magical Ribbon Maker extruder to make perfect PLAY-DOH PLUS ribbons or fashionable accessories! Styled as a fashion boutique on the interior and a castle on the exterior, the set includes two princess figures, ball gown attachment for stand up play, two dress plates, PLAY-DOH PLUS detailer with additional piping tip, three standard PLAY-DOH cans including SPARKLE PLAY-DOH, and one standard can of PLAY-DOH PLUS compound. Available at most major toy retailers nationwide and on HasbroToyShop.com.

PLAY-DOH TRASH TOSSIN' ROWDY THE GARBAGE TRUCK Playset

(HASBRO/Ages 3 years & up/Approx. Retail Price: \$19.99/Available: Fall 13)

Clean up the construction site with the TRASH TOSSIN' ROWDY THE GARBAGE TRUCK playset. Kids can create their own trash cans, recyclable bottles and trash using the cab book mold, then load the trash into the bin and use the movable lift to empty it right into his truck! As he drives along he tosses the trash (bugs, rats) out of the back of the truck. Includes four large cans of PLAY-DOH compound. Available at most major toy retailers nationwide and on HasbroToyShop.com.

PLAY-DOH ULTIMATE RAINBOW Pack

(HASBRO/Ages 2 years & up/Approx. Retail Price: \$9.99/Available: Fall 13)

With 33 individually wrapped 1 oz. PLAY-DOH colors, the Color Sticks ULTIMATE RAINBOW pack offers the most color variety you can buy in one set! With so many vibrant colors at your fingertips, there's no end to the colorful, creative play! Available at most major toy retailers nationwide and on HasbroToyShop.com.

For more information on the PLAY-DOH brand, please visit www.PlayDoh.com

About Play-Doh

The Play-Doh brand is proud to celebrate more than 50 years of colorful, creative play. Since it was first introduced in 1956, Play-Doh modeling compound has become a classic and beloved toy, used in homes and schools around the world by children of all ages.

About Hasbro

[Hasbro, Inc.](http://Hasbro.Inc) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF, LITTLEST PET SHOP and G.I. JOE. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 170 markets around the world, and for the U.S. on The Hub TV Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.

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Litzky Public Relations
Catherine Kennedy/Christie Damato, 201-222-9118
ckennedy@litzkypr.com
cdamato@litzkypr.com

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