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Hasbro to Debut Innovative New Play Experiences from Its Expansive Portfolio of Iconic Brands at the American International Toy Fair

Product Highlights Include 'Off the Board' Gaming Experiences, Brand Reinventions and Exciting New Property Introductions

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro](#), Inc. (NASDAQ: HAS) will unveil a wide variety of new toys and gaming experiences at the 109th American International Toy Fair beginning Sunday, February 12 in New York City. The Company, currently in the midst of an exciting transformation into a global branded play company, will not only be celebrating the reveal of new toys and games for 2012, but also a host of immersive brand experiences including new major motion pictures, video games, theme-park rides, television programming and more entertainment and lifestyle products based on many of its popular brands.

Highlights from new product introductions include 'off the board' gaming experiences featuring the new HASBRO zAPPED GAMING line. Launching with THE GAME OF LIFE and MONOPOLY, Hasbro's zAPPED line brings games to life when one's iPad, iPhone or iPod Touch meets the game board to create a unique social twist on the digital gaming experience. Also being introduced to Hasbro's gaming division in 2012 is the revolutionary new LAZER TAG system combining the excitement of live-action blaster battles with high-action, strategic, augmented reality gameplay of traditional video games. Additionally Hasbro's gaming portfolio will see the reimagining of its BATTLESHIP brand in 2012 with the upcoming release of the Universal Studio's film *BATTLESHIP* directed by Peter Berg and opening in the U.S. on May 18. Supporting the blockbuster movie will be a line of new gaming products, a BATTLESHIP video game from Activision and the introduction of KRE-O BATTLESHIP building sets.

In 2012, Hasbro will also celebrate the movie release of *G.I. Joe: Retaliation*, to be distributed by Paramount Pictures on June 29th, with an extensive line of action figures and roleplay items. The movie and product line, based on Hasbro's G.I. JOE brand, will feature classic characters from the G.I. JOE vs. COBRA saga including legendary ninjas SNAKE EYES and STORM SHADOW. Continuing the blockbuster year, Hasbro will introduce new licensed toy lines in support of major motion pictures from Marvel including THE AVENGERS and THE AMAZING SPIDER-MAN as well as new STAR WARS products supporting the theatrical release of *Star Wars: Episode I The Phantom Menace* in immersive 3D.

Hasbro will also have new products on display in support of several Hasbro Studios produced series currently airing on the The Hub television network in the U.S. including *TRANSFORMERS PRIME*, *TRANSFORMERS RESCUE BOTS*, *POUND PUPPIES*, *MY LITTLE PONY FRIENDSHIP IS MAGIC*, *THE ADVENTURES OF CHUCK AND FRIENDS* and products in support of an upcoming animated series based on the Company's LITTEST PET SHOP brand.

"It is an exciting time for Hasbro as our brands continue to engage families around the globe," said John Frascotti, chief marketing officer, Hasbro. "We look forward to kicking off another year full of innovation across our classic and new brands with new toy and gaming introductions as well as a variety of entertainment experiences including movies, television programming, thrill rides and more."

Details about Hasbro's brand and product highlights to be celebrated at Toy Fair include:

BATTLESHIP Brand

Hasbro will augment the experience of the hotly anticipated BATTLESHIP film, directed by Peter Berg and opening in the U.S. on May 18, with an action-packed line of BATTLESHIP toys — both in the gaming realm, where the BATTLESHIP brand originated, and in a brand new line of KRE-O building sets — as well as an expansive line of licensed goods. The CLASSIC BATTLESHIP MOVIE EDITION GAME lets players choose to command either the Navy or Alien fleet, each with their own unique ships, and unleash brand new super weapon cards to destroy their opponent with attacks like those from the big screen. For even more movie-accurate action, the DELUXE BATTLESHIP MOVIE EDITION features electronic lights and sounds, as players use their super weapons for special attacks. The BATTLESHIP brand will also invade the construction toy aisle this spring with KRE-O BATTLESHIP building sets, which let kids build iconic vehicles like the USS MISSOURI BATTLESHIP, as well as vehicles

from the evil invading alien fleet. Activision will release a BATTLESHP video game, arriving in Spring 2012. Developed by Double Helix Games as a companion to the live-action film, the BATTLESHP videogame offers a blend of strategic naval command and first-person action gameplay. An extensive licensing program, with companies such as Rocawear and New Era, will offer trendy looks for every BATTLESHP fan.

BEYBLADE Line

The introduction of all-new BEYBLADE arenas and tops from Hasbro based on the popular anime television series from Nelvana and d-rights Inc. currently broadcasting on Cartoon Network in the U.S. in 2012, will elevate competition to the next level. The BEYBLADE: METAL FURY DESTROYER DOME set challenges Beybladers' skills like never before with a unique design that allows for epic, mid-air battles as fans compete to be the last top standing. And for the latest in battling advancements, the BEYBLADE BEYWHEELZ line takes BEYBLADE battles styles and flips them 90 degrees for high-action crash battling and stunt action at full speed with all new animation support. Exciting additions to the BEYBLADE: METAL FURY and BEYBLADE EXTREME TOP SYSTEM lines also give Beybladers more choices than ever before when it comes time to "LET IT RIP!" The BEYBLADE brand has a wide international fan base and the exciting battling tops action, combined with the art of customization and collectability, brings Beybladers from all over the world together. Beybladers can also enter the unique code found in specially marked BEYBLADE packages at BeybladeBattles.com to enhance their online battles against other Beybladers from around the world. BEYBLADE battles have never been this extreme!

FURREAL FRIENDS Brand

In 2012, Hasbro's FURREAL FRIENDS brand celebrates ten years of bringing the animal kingdom to life with remarkably sophisticated plush electronic toys that provide realistic, nurturing animal experiences to inspire and excite the imaginations of children. From a lifelike lineup of realistic pets to collectible SNUGGIMALS pets, the FURREAL FRIENDS brand truly delivers pet play in every way. Now, the brand puts a new spin on fantasy pet play with the introduction of the DIZZY DANCERS line of twirling, dancing pets! Through unique design and dance tricks, these silly pets can spin wherever you want — on a coffee table, across the floor, even on a pen top! Do you dare to dizzy?

G.I. JOE Brand

The G.I. JOE brand will redefine action this year as a new blockbuster movie roars into theaters and innovative toys continue the legacy of the 'original action figure.' The new film, *G.I. JOE: RETALIATION*, to be distributed by Paramount Pictures on June 29th, 2012, will feature popular characters from Hasbro's G.I. JOE vs. COBRA saga including two of pop-culture's most well known ninjas, SNAKE-EYES and STORM SHADOW. The G.I. JOE brand will offer an extensive line of action figures, role-play items and more based on these ninjas, a dynamic new battling style known as "BATTLE-KATA" as seen in the upcoming movie and additional characters including ROADBLOCK, DUKE and COBRA COMMANDER. Highlights include the next phase in G.I. JOE action figure evolution with the 10-inch scale G.I. JOE NINJA COMMANDO SNAKE EYES and ROADBLOCK figures featuring quick-draw action with the press of a button.

KOOSH Brand

Little adventurers will enjoy galactic-size fun with KOOSH ball launchers! The classic KOOSH brand introduces soft, active fun and a new way to play packed with action and fantasy. Colorful galaxy themed ball launchers encourage preschoolers to use their imagination and get moving — inside and outside! From the makers of Nerf and sized for little hands, the KOOSH Galaxy product line combines high-energy fun with glow-in-the-dark features and cool lights and sounds for out of this world fun!

KRE-O BRAND

Hasbro expands its presence in the construction aisle in 2012 with several new KRE-O building featuring Hasbro's popular BATTLESHP and TRANSFORMERS properties. In spring, get ready to hero up with an elite crew of military KREON forces to battle against an alien invasion and pretend to save the Earth with the new KRE-O BATTLESHP line based on the Universal Studios summer movie *BATTLESHP*. The line features KREON figures of soldiers and aliens for kids to create their own adventures, while providing construction fans with tanks, ships, and helicopters made of KRE-O bricks to pretend to battle the incoming alien race on sea, land, or in the air! There will be eight products in this line including the new KRE-O BATTLESHP U.S.S. MISSOURI building set. Hasbro will also release QUEST FOR ENERGON themed KRE-O TRANSFORMERS building sets featuring 2-in-1 builds where kids can lead the search for these long lost pieces of the TRANSFORMERS lifeblood in order to keep the ultimate ENERGON weapon from falling into the wrong hands.

LAZER TAG Brand

From the makers of the popular NERF blasters comes the revolutionary LAZER TAG system, combining the power, precision and excitement of live-action blaster battles with the high-action, strategic, augmented reality gameplay of traditional video games. Leading the new product line is the LAZER TAG 2 BLASTER set available in August for the approximate retail price on

\$69.99. To experience the LAZER TAG game, players download the free LAZER TAG app to their iPhone or iPod Touch device, connect their device to their LAZER TAG blaster, and find themselves immersed in a world where video games and real life connect. Using either single or multi-player mode, players can engage in a LAZER TAG match featuring either real life worlds or virtual opponents. Each LAZER TAG blaster equipped with a device has a virtual firing range of over 250 feet and contains a 'Heads Up Display', or HUD, which allows players to keep track of their gear and remaining power, while also providing a view of the augmented reality targets and enemies in the area. A virtual leaderboard keeps track of each player's profile and, with every successful mission, players will gain in-game access to upgradeable attacks, missions and gear. Game may be played in single-player mode, or in multi-player mode with up to 24 people. Players can also play LAZER TAG without a device using the blaster's classic multi-player mode. Each blaster requires 6 AA batteries, not included. With LAZER TAG blasters, the stakes are high, the game is real. Don't just play it, live it.

LITTLEST PET SHOP Brand

The LITTLEST PET SHOP brand has evolved from a line of collectible pets aimed at tween girls, age 7-9, to a global franchise. In 2012, the LITTLEST PET SHOP brand introduces new expressions. TOTALLY TALENTED pets showcase diverse talents and personalities, and the line includes a pet performer limo set, as well as pets that sing, dance and do tricks. Fairies, a magical segment new to LITTLEST PET SHOP, will enchant you with brilliant new pets and playsets. Complementing the toy launch, Fairies debuts a fashion focused global licensing program ranging from fashion T-shirts, apparel, and accessories to popular bags and domestics making LITTLEST PET SHOP one of the most popular this year. Girls can also cuddle up with the newest LITTLEST PET SHOP CUTEST PETS, some of which have soft accents. The LITTLEST PET SHOP TEENSIES segment offers big LITTLEST PET SHOP fun in small sizes! LITTLEST PET SHOP TEENSIES are tiny pets with BIG personalities! There are over 100 LITTLEST PET SHOP TEENSIES to collect this year.

MARVEL Line

The mightiest heroes in the world assemble in 2012 in the highly anticipated MARVEL STUDIOS movie *THE AVENGERS*, opening worldwide on May 4, 2012. As the movie unites popular super heroes IRON MAN, CAPTAIN AMERICA, THE HULK and THOR, Hasbro delivers with innovative role-play items including the HULK GAMMA GREEN SMASH FISTS, the IRON MAN TRIPLE THREAT REPULSOR BLAST, the CAPTAIN AMERICA ATTACK SHIELD and the THOR THUNDERCLASH HAMMER. Hasbro's expansive toy line features action figures of the major characters and each will be available as a 10-inch ULTIMATE HERO figure, with electronic sound effects and an iconic battle action feature. And with *THE AMAZING SPIDER-MAN* swinging into theaters on July 3, 2012, Hasbro captures the movie's excitement with the MOTORIZED MEGA WEB SHOOTING SPIDER-MAN figure, Hasbro's biggest SPIDER-MAN action figure yet. This 13-inch, movie-styled figure is the ultimate in webshooting power: Watch as the motorized web shoots out of SPIDER-MAN'S wrist, then retracts and shoots out the other wrist, all with cool web slingin' SFX! And, kids can finally control SPIDER-MAN as he wall-crawls with the new R/C SPEED CLIMBING SPIDER-MAN! Straight out of the upcoming film *THE AMAZING SPIDER-MAN*, this radio-controlled toy uses vacuum technology to allow SPIDEY to crawl along the walls just like in the film. In addition to two exciting movie lines, Hasbro will introduce an entirely new expression based on the MARVEL universe of Super Hero characters with BONKA ZONKS, a collectable, free-form stunt-battling game. BONKA ZONKS figures feature edgy, irreverent stylized art of your favorite MARVEL super heroes like SPIDER-MAN, IRON MAN and WOLVERINE. Assortments also feature a stunt card with an online code to unlock more fun online. With over 100 BONKA ZONKS available there's no limit to how kids can collect and play.

MONOPOLY Brand

As the world's favorite family game brand, MONOPOLY continues to offer new and innovative game play experiences for fans of all ages. This year, players can aspire to live the dream with new MONOPOLY MILLIONAIRE game, where the goal is to be the first person to accumulate one million dollars. As players accumulate wealth, they upgrade their mover — they may start off with a paper airplane but they'll be flying a private jet before the end of the game. The popular MONOPOLY DEAL card game also receives the millionaire makeover this year with a new look. With the MONOPOLY ZAPPED game, an iPad, iPhone and iPod Touch will be turned into a banking unit and will add and subtract money from virtual accounts with a simple tap of a special bank card on the iOS device. MONOPOLY will continue to connect with fans off the board with engaging and immersive digital experiences. From the best-selling digital app for the iPad to console games and from the MONOPOLY MILLIONAIRES experience on Facebook to the upcoming digital release of MONOPOLY HOTELS, there is a MONOPOLY digital experience for every occasion.

MY LITTLE PONY Brand

The MY LITTLE PONY brand is eager to take girls on magical journeys of friendship and fun in 2012! Girls will adore discovering the whimsical world of pony friends, and watching their adventures unfold in the "My Little Pony Friendship is Magic" animated series created by Hasbro Studios and airing on The Hub TV network. Pony fans can act out imaginative stories of their own with delightful MY LITTLE PONY figures, playsets, and vehicles inspired by the series, including a variety of ponies and playsets inspired by the upcoming fall wedding of PRINCESS CADANCE. In 2012, licensees worldwide have come aboard to bring MY LITTLE PONY branded products inspired by the series to the global marketplace ranging from fashion apparel and accessories to publishing, arts & crafts, school supplies, domestics, and collectibles.

NERF Brand

In 2012, NERF fans will experience a revolutionary new high-performance class of NERF N-STRIKE blasters to collect and carry into battle. Taking the powerful technology featured in the popular N-STRIKE line to the next level, the innovative N-STRIKE ELITE line gives NERF NATION the extreme performance it craves. The standout N-STRIKE ELITE blasters will officially launch on 8.1.12, with the most impressive blaster in the collection hitting shelves on 9.9.12. While fans will have to stay tuned for more details about the N-STRIKE ELITE line, the brand will also be introducing new VORTEX disc blasters, NERF SUPER SOAKER water blasters and more. Continuing the "NERF or Nothin'!" fun, the brand brings fans a completely new way to play with its sports gear in 2012 with the introduction of FIREVISION technology, an innovative enhancement featured in the debut FIREVISION SPORTS collection which allows for play in both daytime and dusk. Only those wearing NERF FIREVISION FRAMES eyewear will be able to see the action with NERF FIREVISION SPORTS Football and additional FIREVISION sports items once the lights go down.

PLAY-DOH Brand

From sensational PLAY-DOH sweets to cool construction vehicle play, the 2012 line of PLAY-DOH products has something for everyone! Kids' sweetest dreams will come true with the PLAY-DOH CANDY CYCLONE and SWIRLING SHAKE SHOPPE playsets, and children can play with PLAY-DOH compound in a whole new way with the construction vehicle line that allows kids to dig, smash, and build with CHUCK THE DUMP TRUCK and his gang of builders!

SCRABBLE Brand

As the leader in word game fun, SCRABBLE continues to offer new and innovative ways to play in 2012. This year Hasbro is excited to announce that the SCRABBLE family is growing to include all of Hasbro's word game properties. In 2012 word wizards will find favorite titles like BOGGLE and CATCH PHRASE within the SCRABBLE portfolio of games. And in addition to these classics, SCRABBLE continues to offer new word play fun for fans in 2012 with the new SCRABBLE RACE game that takes game play off the board as players race to get rid of their tiles as fast as possible in this frenzied and frantic game. What started as the classic game more than 60 years ago, can today be experienced on TV with The Hub's SCRABBLE SHOWDOWN, on Facebook, on tablets and mobile devices with SCRABBLE digital versions, or around the kitchen table along with updated takes on the original, such as SCRABBLE FLASH, SCRABBLE ALPHABET SCOOP, SCRABBLE TURBO SLAM.

SESAME STREET PLAYSKOOL Line

This year's lineup of Sesame Street products from the PLAYSKOOL brand features new ways to play with preschoolers' favorite characters including Super Grover 2.0, Abby Cadabby, Elmo and Bert and Ernie. From interactive plush and role play to bath toys and playsets, this exciting collection of playthings offers something for everyone! Toddlers can cook along with Cookie Monster in an interactive kitchen, 'fly' off on adventure with Super Grover 2.0, play with Abby Cadabby at her fairy school and get ready for preschool with Elmo and friends.

STAR WARS Line

With excitement for *STAR WARS* hitting a fever pitch in 2012 with the theatrical release of *Star Wars: Episode I The Phantom Menace* in immersive 3D, Hasbro is introducing two new *STAR WARS* expressions called *STAR WARS FIGHTER PODS* and *STAR WARS AMP'D*. With *STAR WARS FIGHTER PODS*, iconic *STAR WARS* characters get a collectible new gaming twist featuring micro heroes and mega battles! Players use *FIGHTER PODS* to knock down as many figures as possible. Spin, Launch or Roll your Pod into battle...even connect your Pods together or place your figures on top or inside of them for extra "power"! More than 100 *STAR WARS FIGHTER PODS* figures will be available in a unique new style from all six *STAR WARS* films and *The Clone Wars* animated series—collect them, set them up and knock them down in head-to-head battling play! In fall, kids can gear up for battle with *STAR WARS AMP'D*. For the first time ever, kids will be able to quickly and easily customize the most iconic *STAR WARS* vehicles and prepare them for any mission: land, space, sea or air! In 2012, the line features 9 figures and 6 vehicles.

TRANSFORMERS Brand

Throughout the year in 2012, kids and fans of the globally popular TRANSFORMERS brand will get to experience the "MORE THAN MEETS THE EYE" property in a variety of new and exciting ways. In February, the new animated series *TRANSFORMERS RESCUE BOTS* and the second season of the hit animated series *TRANSFORMERS PRIME*, both from Hasbro Studios, will debut on The Hub television network. And, for the first time ever beginning in March, most of the TRANSFORMERS action figure expressions will adopt the *TRANSFORMERS PRIME* styling to complement the award winning series. Also in March, Hasbro will introduce a new toy segment called TRANSFORMERS BOT SHOTS, a whole new way to play out TRANSFORMERS battles. Available in favorite characters like OPTIMUS PRIME and BUMBLEBEE, kids can choose their power, crash into battle and defeat their opponent. TRANSFORMERS BOT SHOTS automatically convert when you crash 'em! Sold one per pack, fans can collect 44 different BOT SHOTS figures across the product line. Then in May, fans will have

another new way to experience the TRANSFORMERS brand with the launch of the highly anticipated new motion-based thrill ride TRANSFORMERS: THE RIDE-3D, opening at Universal Studios Hollywood. To finish the year with even more entertainment experiences, TRANSFORMERS fans will be able to enjoy the much buzzed about new video game *TRANSFORMERS: Fall of Cybertron* from Activision and High Moon studios as well as the highly anticipated TRANSFORMERS UNIVERSE MMO from Jagex both launching in Fall. Roll Out!

TWISTER Brand

With the help of pop icon Britney Spears, everyone will be dancing until the world ends with the new TWISTER DANCE. The innovative game combines today's best dance music with the iconic TWISTER spots and will give girls a new way to learn moves to today's hottest dance songs, including a custom TWISTER remix of "Till the World Ends" featuring Britney Spears. Players can connect any mp3 player to the console and the built-in beat detection system turns any song into a dance routine. TWISTER fans can also check out TWISTER MANIA for Kinect for Xbox 360 from Majeco Entertainment, an outrageous fast-paced party game that offers over-the-top hilarity as players move their bodies to fit through cutouts, bend into thousands of forms, and more. A refresh of the classic game of TWISTER introduces two new options on the spinner — "in the air" and "callers choice."

About Hasbro, Inc.

[Hasbro](#) (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is www.hubworld.com. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved. Come see how we inspire play through our brands at <http://www.hasbro.com>. SCRABBLE is a trademark of Hasbro in the US and Canada Only. © 2012 Hasbro, Inc. All Rights Reserved.

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