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Hasbro Delivers Innovative Products and Brand Experiences This Holiday Season

PAWTUCKET, R.I., Sep 28, 2010 (BUSINESS WIRE) -- [Hasbro](#), Inc. (NYSE: HAS) kicks off the holiday season with a wide range of innovative toys, games, and entertainment experiences based on the Company's unmatched brand portfolio. Hasbro is home to some of the world's most recognizable and iconic brand names - including MONOPOLY, NERF, TRANSFORMERS, SCRABBLE, WEEBLES, ALPHIE, and MY LITTLE PONY - that can be enjoyed through a variety of diverse and innovative entertainment experiences across multiple platforms, including toys, games, motion pictures, television, video games and strategic licensing.

"Hasbro will continue to provide kids and families around the world with immersive brand experiences that consumers can enjoy in many different forms and formats, which are easily accessible virtually anytime and anywhere," said John Frascotti, Global Chief Marketing Officer, Hasbro, Inc. "From toys and games, to video games, to new television programs and motion pictures, to digital comic books, to branded apparel, Hasbro will bring to life its extensive portfolio of brands for our consumers in unique and innovative ways that entertain and delight our consumers."

Highlights this holiday season in the games category include the innovative SCRABBLE FLASH, which takes the classic game off of the game board as players move, slide, and shuffle electronic letter tiles; two re-imagined versions of the world's most popular game, MONOPOLY, in celebration of the brand's 75th anniversary; and the introduction of Hasbro's U-BUILD line of customizable board games based on classic brands such as CONNECT 4 and BATTLESHIP.

Kids who are looking for active play will enjoy the new NERF N-STRIKE STAMPEDE ECS, the most impressive NERF N-STRIKE blaster yet and the first fully automatic NERF Clip System blaster to date; and CUPONK, a new ball and cup game where players are rewarded for trick shots.

For Hasbro's entertainment-based offerings, fans and kids can bring home the fantasy of IRON MAN 2, one of the summer's biggest hits at the box office, with new action figures, role play items, and vehicles, while STAR WARS fans can celebrate the 30th anniversary of *THE EMPIRE STRIKES BACK* with the colossal AT-AT vehicle, which stands more than two feet tall. And this fall, girls will have the opportunity to make some new friends with the introduction of new MY LITTLE PONY figures based on the original "My Little Pony Friendship is Magic" animated series, scheduled to debut on the "The Hub" television station on 10.10.10.

Highlights of Hasbro's new toy and game offerings for the 2010 holiday season include the following:

ALPHIE

(Ages 3 years & up/Approx. Retail Price: \$39.99/Available: Now)

Now more lifelike than ever before, this learning pal boasts an LCD screen to depict facial expressions, a childlike friendly voice and a playful, inquisitive personality making the [ALPHIE](#) toy robot not just about learning, but a beloved companion. Along with an animated personality that children will adore, this modern ALPHIE pal from PLAYSKOOL features important educational activities that help develop early learning skills in preschoolers. With their playful ALPHIE learning pal leading the way, preschoolers can learn about the alphabet, rhyming, counting, color and shape recognition, matching, animal names, instrument sounds and much more! The ALPHIE learning pal has a sleek new look and convenient carrying handle and comes with thirty double-sided cards containing over 350 fun questions and challenges. Requires three "AA" batteries, included.

BABY ALIVE BOUNCIN' BABBLES

(Ages 3 years & up/Approx. Retail Price: \$24.99/Available: Now)

With her big eyes and a loveable smile on her face, [BABY ALIVE](#) BOUNCIN' BABBLES doll can't wait to play with her "mommy!" Hold her hands and watch this adorable, energetic tot bounce up and down while giggling and making playful baby sounds. BABY ALIVE BOUNCIN' BABBLES will also "chuckle" and "coo" just like a "real" baby when "mommy" comes near. Requires 2 AA batteries, included.

BEYBLADE: METAL FUSION SUPER VORTEX BATTLE Set

(Ages 8 years & up/Approx. Retail Price: \$24.99/Available: Now)

Hasbro's [BEYBLADE: METAL FUSION](#) battling-top toy line allows kids to collect, customize and compete like never before with a new, metal gear system and the introduction of an online virtual battle component. Battle right out of the box with the BEYBLADE: METAL FUSION SUPER VORTEX BATTLE set! Complete with two exclusive BEYBLADE: METAL FUSION tops, two ripcord launchers, an exclusive high-performance SUPER VORTEX BEYSTADIUM arena, official rule book, and tournament grid this set is ready to LET IT RIP! With a unique design, competitors will enjoy enhanced battles in the SUPER VORTEX BEYSTADIUM. Players can enter the included top codes at BeybladeBattles.com to compete against other Beybladers.

BOP IT! BOUNCE

(Ages 8 years & up/Approx. Retail Price: \$19.99/Players: 1+/Available: Now)

Challenge your friends with [BOP IT!](#) BOUNCE to see who can bounce the fastest, highest, or most accurately as you bounce the included ball on the hand held game unit with the built in trampoline. With six different games to play, the action is non-stop and delivers out of your seat play. The electronic unit guides you through the different levels of play and keeps track of your score while encouraging you to do better. Can you master the bounce it skill and beat your friends?

CUPONK

(Ages 9 years & up/Approx. Retail Price: \$14.99/Players: 1+/Available: Now)

Show your skill and show your style with [CUPONK](#) - a new ball and cup game where players are rewarded for making the wackiest trick shots possible. Choose the CUPONK cup that best represents your personality and start sinking obscure shots from off the rim, wall or even kitchen table to show off for your friends and earn bragging rights for weeks. Everyone will know that you landed the plastic ball in the cup when it lights up and lets out sounds.

EASY-BAKE DELUXE DELIGHTS Cake and Cookie Kit

(Ages 8 years & up/Approx. Retail Price: \$29.99/Available: October 2010)

This fall, ordinary kitchens will transform into gourmet bake shops with the introduction of the [EASY-BAKE DELUXE DELIGHTS](#) Cake and Cookie Kit. Set to debut in October 2010, this deliciously new bake-set offers girls the opportunity to show off their creativity with edible works of EASY-BAKE art. With the included, exclusive EASY-BAKE tools, girls can decorate their EASY-BAKE mini cakes and cookies with colorful fondant just like a pro! The EASY-BAKE DELUXE DELIGHTS Cake and Cookie Kit comes with a microwave container and lid for baking tasty sweets and loads of accessories that a pastry chef in training will need, including: rolling pin, measuring spoons, cake pan, four cookie cutters, fondant mold, fondant stamper, embossing plate and enough mixes to create six decorated cakes and seven cookies. Adult Participation Required.

FURREAL FRIENDS GOGO, MY WALKIN' PUP

(Ages 4 years & up/Approx. Retail Price: \$59.99/Available: Now)

Girls can em-"bark" on their very own adventures this fall with the [FURREAL FRIENDS GOGO, MY WALKIN' PUP](#) pet. Attach GOGO's leash and this perky puppy knows you're ready to walk her! She'll wag her tail, pant, and bark just like a real pup to let you know she is excited to get moving. Girls are in charge as they control GOGO's hot pink leash to make her walk left, right or straight ahead - GOGO can even walk in circles or figure eights! Gently stroke GOGO's right and left side or the top of her head and she'll playfully bark to let you know just how delighted she is to be your friend. Requires four "C" batteries, included.

FURRY FRENZIES SCOOT & SCURRY CITY featuring TIZZY TUMBLES

(Ages 4 years & up/Approx. Retail Price: \$29.99/Available: Now)

Perfect for a day full of exploring and shopping, pets can enjoy a day "out on the town" racing around the "busy streets" and "country roads" in the [FURRY FRENZIES SCOOT & SCURRY CITY](#) playset. Just through the mountains in the center of town, FURRY FRENZIES pets will arrive at the Pet Boutique, where they can scope the latest in fashion. Last but not least, watch as they head out to the Ball Park for some playful fun and games! Be careful not to leave a gate open or a FURRY FRENZIE pet just might sneak out! The FURRY FRENZIES SCOOT & SCURRY playset comes with a special edition TIZZY TUMBLES pet. Additional pets sold separately. Requires two "AAA" batteries, not included.

IRON MAN 2 RC WALKING IRON MAN

(Ages 4 years & up/Approx. Retail Price: \$49.99/Available: Now)

An [IRON MAN](#) action figure so technologically advanced that even STARK INDUSTRIES is jealous! The IRON MAN 2 RC WALKING IRON MAN figure is nearly as mobile and action-packed as his on-screen counterpart. Operated with a handheld remote control, this figure easily navigates forward across the floor or tabletop and is loaded with electronic lights, movie sounds, and projectiles that shoot from the figure's arms and shoulder rockets!

LITTLEST PET SHOP ONLINE (LPSO) DANCING PET

(Ages 8 years & up/Approx. Retail Price: \$24.99/ Available: Now)

Girls will find themselves bopping and grooving alongside the latest offering from [LITTLEST PET SHOP](#) - an LPSO Dancing Pet. The dancing dog, Harmony Groovemore, plugs into most MP3 players or computers so girls can listen to their favorite music and dance along with this adorable friend. The Dancing Pet also comes with a code for virtual rewards and access to LITTLEST PET SHOP ONLINE (LPSO.com), a fun, dynamic virtual world where players can design their own pets, chat with friends, go on adventures with Harmony, explore new neighborhoods, and so much more! (MP3 player not included)

MONOPOLY: REVOLUTION EDITION

(Ages 8 years & up/Approx. Retail Price: \$34.99/Players: 2-6/Available: Now)

It is the [MONOPOLY](#) game of the future! In 2010, MONOPOLY is 75 years young and in celebration of the game's anniversary, Hasbro is "amping up" the traditional game play experience by revolutionizing elements of the classic game. MONOPOLY: *Revolution* Edition is made up of a modern, round game board and an electronic game pod that features exciting song clips and sound effects. So now if you hear the sound of the jail door closing, you know what to do! It also includes a great mix of hit songs from the past five decades that bring the game to life!

MY LITTLE PONY FRIENDSHIP IS MAGIC GIFT SET

(Ages 3 years & up/Approx. Retail Price: \$19.99/Available: October 2010)

This fall, girls will have the opportunity to make some new friends with the introduction of [MY LITTLE PONY](#) FRIENDSHIP IS MAGIC Gift Set. Based on the original MY LITTLE PONY entertainment, scheduled to debut on the "The Hub" television station in Fall 2010, this set welcomes back some familiar faces and introduces exciting new friends to the brand. The MY LITTLE PONY FRIENDSHIP IS MAGIC Gift Set includes PINKIE PIE, TWILIGHT SPARKLE, PRINCESS CELESTIA, APPLE JACK and SPIKE THE DRAGON figures in addition to a storybook that reveals the fun-filled story behind these wonderful pony friendships.

NERF N-STRIKE STAMPEDE ECS Blaster

(Ages 8 years & up/Approx. Retail Price: \$49.99/Available: Now)

First there was the [NERF](#) N-STRIKE VULCAN EBF-25 blaster, 25-dart, belt-fed, and fully automatic. Then the NERF N-STRIKE RAIDER RAPID FIRE CS-35 blaster hit the scene with its interchangeable drum magazine able to hold 35 darts. Now, continuing the incredible evolution in NERF blaster technology, the brand has created the most impressive NERF N-STRIKE blaster yet: The NERF N-STRIKE STAMPEDE ECS blaster. The first fully automatic NERF Clip System blaster to date, the N-STRIKE STAMPEDE ECS blaster features a new pop-out bipod, which doubles as a handle, and a removable shield allowing players to transition to Attack Mode. The NERF N-STRIKE STAMPEDE ECS blaster also comes complete with one six dart Clip and three extended Clips which hold 18 darts each, offering the highest Clip capacity from NERF yet. The NERF N-STRIKE ECS blaster is one of the most awesome and exciting N-STRIKE developments released in over 40 years of NERF brand history. Includes 60 Clip System darts. Requires six "D" batteries; not included.

PLAY-DOH MEGA FUN FACTORY

(Ages 3 years & up/Approx. Retail Price: \$29.99/Available: Now)

Fifty years after the launch of the original FUN FACTORY toy, the brand new MEGA FUN FACTORY set takes classic extruding play to a whole new level! A motorized conveyor belt provides nonstop action as kids crank out favorite toys and "treats" in this lively FUN FACTORY world. To start, children push down the purple handle to extrude the colored [PLAY-DOH](#) compound of their choice. As the conveyor belt moves the PLAY-DOH compound along, kids select and stamp out a "candy" or toy mold and then push down the "chopper" at the end of the belt to cut their creation loose. To complete the fantastical FUN FACTORY experience, kids can display and "sell" their creations on a colorful playmat featuring a toy shop theme on one side and a candy store theme on the other side. Set includes six 2-ounce cans of PLAY-DOH compound. Requires two "AA" batteries, not included.

PLAY-DOH SHAPE & SPIN ELMO PLAYSET

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

This educational electronic [PLAY-DOH](#) playset brings the loveable monster to life as the real Elmo's voice encourages kids to learn about counting and shape recognition. In the Count Shapes mode, tots spin a dial to select one of six shapes, Elmo announces the name of the shape and counts out the number of shapes the child has made. In the Find A Shape mode, Elmo asks kids to select and mold a specific shape or a shape with a certain number of sides, and the playful monster rewards correct matches with a giggle or positive phrase. Set includes three 3-ounce cans of colorful PLAY-DOH compound. Requires two "AAA" batteries, included.

SCRABBLE FLASH

(Ages 8 years & up/Approx. Retail Price: \$29.99/Players: 1+/Available: Now)

How many words can you find in a flash? [SCRABBLE](#) FLASH provides a fast, frantic game play experience as players slide, move and shuffle electronic letter tiles in a race to create new words in 60 seconds. Played without a game board, SCRABBLE FLASH letter tiles contain 'Wonder-Link Technology' which recognizes formed words when the tiles are placed side by side, and keeps score of correctly spelled words. SCRABBLE FLASH is amazingly addictive - you won't want to put it down!

SPEED STARS TRANSFORMERS STEALTH FORCE OPTIMUS PRIME Vehicle

(Ages 4 years & up/Approx. Retail Price: \$24.99/Available: Now)

Featuring electronic lights and sounds, motorized conversions and firing projectiles, kids can "bring to life" the epic TRANSFORMERS battle with this new vehicle from the [SPEED STARS TRANSFORMERS](#) line. For covert combat, watch as select parts of this OPTIMUS PRIME semi-truck vehicle convert with the touch of a button to reveal stealth mode weaponry hidden inside to battle the evil DECEPTICONS like no other vehicle available.

STAR WARS AT-AT

(Ages 5 years & up/Approx. Retail Price: \$99.99/Available: Now)

In space, size *does* matter, and Hasbro certainly kept that in mind when creating its all-new, highly detailed [STAR WARS](#) AT-AT. The AT-AT (All Terrain Armored Transport) played a significant role in the Empire's military assault in *THE EMPIRE STRIKES BACK*, and it will play an equally important role in every fan's toy collection this year! Measuring more than 24 inches tall, nearly 28 inches long, and 12 inches wide, this colossal vehicle holds up to 20 *STAR WARS* figures (figures sold separately) - 6 of which can fit in its head alone! - and includes so many play and electronic features true to its on-screen counterpart that it's hard to believe! From the zip-line in its body and articulated legs for superb poseability, to its LED lights and authentic movie sounds and phrases, this is a great addition for *STAR WARS* fans of all ages. Includes one 3 ¾ inch AT-AT driver action figure and a pop-out speeder bike.

STRAWBERRY SHORTCAKE CORE FASHION DOLL Assortment

(Ages 3 years & up/Approx. Retail Price: \$9.99/Available: Now)

Little girls can style [STRAWBERRY SHORTCAKE](#) and her berry best friends in fun, new ways with the STRAWBERRY SHORTCAKE CORE FASHION DOLL assortment. These fruit-scented, articulated dolls are each wearing gorgeous, removable fabric fashions for mix and match fun. Each adorable doll has "real" hair and comes complete with two hairclips, a brush and a handbag. Girls can choose from four friends, each sold separately: STRAWBERRY SHORTCAKE, LEMON MERINGUE, RASPBERRY TORTE and PLUM PUDDING.

TONKA CHUCK & FRIENDS CHUCK'S STUNT PARK PLAYSET

(Ages 3 years & up/Approx. Retail Price: \$39.99/Available: Now)

For the first time ever, the popular TONKA [CHUCK & FRIENDS](#) product line introduces the POWER PLAYARD Stunt System of motorized playsets to further entertain and engage active preschoolers who will be delighted to see the loveable CHUCK THE DUMP TRUCK vehicle and his friends flip and zoom through the fun filled motorized stunt tracks. Preschoolers will be thrilled to accompany their adventuresome friend CHUCK THE DUMP TRUCK as he zips, zooms and flips through this interactive, hands-on stunt set featuring lights, sounds, moveable track pieces and a hand-crank elevator. The easy-to-assemble track lets kids build and rearrange the set however they like to create a variety of cool tricks and tracks. This set is a part of the POWER PLAYARD Stunt System and includes a motorized CHUCK THE DUMP TRUCK vehicle and an all new TONKA CHUCK & FRIENDS storybook. Requires four "AA" batteries, two "AA" included. Additional sets sold separately.

TONKA GARAGE RICOCHET RC Vehicle

(Ages 8 years & up/Approx. Retail Price: \$79.99/Available: Now)

This double-sided [TONKA](#) stunt vehicle can tackle virtually any terrain! The resilient RC can flip and keep on going, offering a driving style that allows kids to execute exciting stunts. Push a button to engage the machine's Monsterlift Suspension Technology and lift the vehicle into awesome monster truck mode. The RC vehicle comes with a three channel remote for great steering control and a 9.6V battery charger. Requires one 9.6-volt battery, included, and one 9-volt battery, included.

TRANSFORMERS BATTLE OPS BUMBLEBEE Action Figure

(Ages 5 years & up/Approx. Retail Price: \$59.99/Available: Now)

The all-new [TRANSFORMERS](#) BATTLE OPS BUMBLEBEE action figure is ready for battle! This large-scale figure truly shows fans the AUTOBOT hero's personality, both as a protector of Earth and a warrior against the evil DECEPTICONS. With two distinct modes - Battle and Guardian - BATTLE OPS BUMBLEBEE features a variety of electronic sounds and lights, accompanied by a converting plasma cannon.

TRANSFORMERS POWER CORE COMBINERS

(Ages 5 years & up/Approx. Retail Price: \$19.99 for 5-Pack, \$9.99 for 2-Pack/Available: Now)

The [TRANSFORMERS](#) POWER CORE COMBINERS product line introduces fans to an all-new assortment of figures that expand on the classic play pattern of the popular "ROBOTS IN DISGUISE." This new expression of figures combine with one another, in dozens of variations, to create a wide variety of larger POWER CORE COMBINER robots, with each figure serving as various body parts and weapons. Available in 2-packs and 5-packs. Each sold separately.

TRIVIAL PURSUIT: *BET YOU KNOW IT* EDITION

(Age Adult/Approx. Retail Price: \$29.99/Players: 2 or more/Availability: Now)

Hasbro's [TRIVIAL PURSUIT: *Bet You Know It*](#) Edition introduces a brand new way to play the classic trivia game. *Bet You Know It* is the most inclusive TRIVIAL PURSUIT game yet and wedges can be earned on each of your turns. At the start of each round players bet on whether or not the person answering a question will get the question right. If the players are correct, they double the number of chips 'bet'. With 1,800 fascinating new questions with a new editorial style, and the chance to buy your wedges instead of being stumped with your least favorite category, players can experience TRIVIAL PURSUIT like never before.

U-BUILD CONNECT 4

(Ages 6 years & up/Approx. Retail Price: \$19.99/Players: 2/Available: Now)

At the start of the game, players set up the [U-BUILD](#) CONNECT 4 game unit, adding brick-based pieces that act as checker bumpers and blockers during the game. Position these pieces in any formation. The bumper 'arms' can rotate on the game board for more strategic moves. Or place an orange blocker brick on the game grid to change the direction of the bumper arm. Take turns dropping a checker into one of the top slots. See if you've set the bumpers in a way that helps your checker land in

the row that you'd intended. Connect four in a row to win!

U-BUILD MONOPOLY

(Ages 8 years & up/Approx. Retail Price: \$19.99/Players: 2-6/Available: Now)

MONOPOLY is giving players the chance to choose how long they want to enjoy a game with [U-BUILD MONOPOLY](#), a new concept in MONOPOLY game play. Using hexagonal property spaces that snap together, players build a game track that creates a custom game board and determines the length of play. Decide to use the Starter Track for a 30-minute game before dinner, or try the Classic Track for a 60-minute game during family game night for longer-lasting fun. Once you've perfected these tracks, move onto the Pro or Freestyle Tracks for the ultimate gaming challenge. In U-BUILD MONOPOLY, you choose, you build, you play!

WEEBLES MUSICAL TREEHOUSE PLAYSET

(Ages 18 months & up/Approx. Retail Price: \$29.99/Available: Now)

[WEEBLES](#) WOBBLE, BUT THEY DON'T FALL DOWN! The WEEBLES figures are back in their original egg-shaped, wobbly form. WEEBLES pals can wobble, climb, slide, hide, and dance in and around this captivating MUSICAL TREEHOUSE playset from PLAYSKOOL. Turn the handle on the colorful escalator to bring WEEBLES figures to the top of the slide and send them spiraling down. When the WEEBLES characters land, they are rewarded with fun music and sounds before wobbling off for another ride. Open the door to reveal a secret space inside the tree to hide a playful WEEBLES figure. Have a dance party on the wobbly tree house deck or take a spin on top of the lookout post. The set comes complete with a convenient carrying handle and two exclusive WEEBLES figures. Requires three "AA" batteries, not included.

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About Hasbro, Inc.

Hasbro, Inc. (NYSE:HAS) 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, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.hasbro.com%2F&esheet=6444959&lan=en-US&anchor=http%3A%2F%2Fwww.hasbro.com&index=32&md5=2ffc7c10530fc8b42df13d23560cba>. © 2010 Hasbro, Inc. All Rights Reserved.

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