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FURREAL FRIENDS 2014 PRODUCT DESCRIPTIONS

Hasbro's FURREAL FRIENDS brand offers pet best friends that love you back, bringing pet play experiences to kids through a variety of animals! From animal sounds to lifelike movements, children will be amazed by the ways their FURREAL FRIENDS pets respond to their touch. Each pet in the FURREAL FRIENDS line will fuel children's imaginations, engaging them in meaningful ways, from silly, laugh-out-loud fun to sweet nurturing play. In 2014, kids can connect with their FURREAL FRIENDS pets in a new way using the free FURREAL FRIENDS app, which allows them to digitally care for the GET UP & GOGO, MY WALKING PUP pet and meet other lovable, virtual FURREAL FRIENDS pets. By caring for their FURREAL FRIENDS animals, kids can form deep bonds with their pet friends, while becoming compassionate caregivers and discovering what it could be like to tend to a pet of their own.

New FURREAL FRIENDS products for 2014 include:

FURREAL FRIENDS BUTTERSCOTCH, MY WALKIN' PONY Pet

(Ages 4 years & up/Approx. Retail Price: \$24.99/Available: Spring 14)

BUTTERSCOTCH is the most beloved pony in the FURREAL FRIENDS family, and for the first time ever she's ready for an on-the-go adventure! When kids pet her back, the BUTTERSCOTCH, MY WALKIN' PONY pet will walk, making pony sounds as she whinnies and neighs while she walks. Keep the stylish BUTTERSCOTCH pony looking her best by grooming her mane and adding a sweet flower accessory. Includes 3 "AA" demo batteries. 3 "AA" replacement batteries required. Available at most major toy retailers nationwide and on HasbroToyShop.com.

FURREAL FRIENDS HAPPY TO SEE ME PETS Assortment

(Ages 4 years & up/Approx. Retail Price: \$24.99/Available: Spring 14)

There's nothing quite like the love of a pet, and the FURREAL FRIENDS HAPPY TO SEE ME PETS can't wait to play! Stroke the MY BOUNCIN' KITTY pet on her back and this lovable orange tabby will excitedly jump around, meowing out loud to show her delight. The peppy MY BOUNCIN' PUP pet responds to your touch with barks and yips like a real dog excited to see her owner, playfully bouncing in circles. Look out for an adorable monkey, who joins the HAPPY TO SEE ME PETS assortment this fall – tickle her belly, and she'll go bananas with fun sounds and motion! Each sold separately. Includes 3 "AA" demo batteries. 3 "AA" replacement batteries required. Available at most major toy retailers nationwide and on HasbroToyShop.com.

FURREAL FRIENDS POM POM, MY BABY PANDA Pet

(Ages 4 years & up/Approx. Retail Price: \$49.99/Available: Fall 14)

What's black and white and cute all over? The FURREAL FRIENDS family welcomes an adorable new arrival, POM POM, MY BABY PANDA pet! The POM POM, MY BABY PANDA pet has so much to learn and she needs your help. Shake her rattle in front of her and she'll walk to you, making sweet panda noises as she goes. Children can even talk to her, and POM POM, MY BABY PANDA pet will really respond to their voice with happy sounds to show her love. This panda's poseable legs make her easy to cuddle and give a big "bear hug." After a day of playtime, children can feed POM POM, MY BABY PANDA pet with her bottle, she'll kick her legs and make sweet feeding sounds. Includes 4 "AA" Duracell batteries. 4 "AA" replacement batteries required. Available at most major toy retailers nationwide and on HasbroToyShop.com.

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FURREAL FRIENDS GET UP & GOGO, MY WALKING PUP Pet

(Ages 4 years & up/Approx. Retail Price: \$59.99/Available: Fall 14)

Meet the leader of the FURREAL FRIENDS pack, GET UP & GOGO, MY WALKING PUP pet, a girl's best pet friend! The GET UP & GOGO, MY WALKING PUP pet brings lifelike puppy play to children as she sits and speaks on command, and even comes when you call her, wagging her tail as she walks. This pup even reacts when other FURREAL FRIENDS pets are near, such as POM POM, MY BABY PANDA pet (sold separately), and will bark to say hello when she hears her! For a whole new way to play with GET UP & GO GO, MY WALKING PUP pet, kids can download the free FURREAL FRIENDS app, available in the App Store and Google Play. Using the FURREAL FRIENDS app, children can virtually care for their GET UP & GOGO, MY WALKING PUP pet. The GET UP & GOGO, MY WALKING PUP pet will even respond to all the on screen action with movement and happy barks! Within the app, kids can also play fun games, and even meet other virtual FURREAL FRIENDS pets. The free FURREAL FRIENDS app will be available for download at the App Store and Google Play. The FURREAL FRIENDS app is not required for GET UP & GOGO, MY WALKING PUP pet play. Requires 4 "C" batteries, not included. Available at most major toy retailers nationwide and on HasbroToyShop.com.

Refreshed FURREAL FRIENDS products for 2014 include:

FURREAL FRIENDS BUTTERSCOTCH & FRIENDS WALKIN' PETS Assortment

(Ages 4 years & up/Approx. Retail Price: \$14.99/Available: Spring 14)

The FURREAL FRIENDS BUTTERSCOTCH & FRIENDS WALKIN' PETS ponies, puppies, and kitties can't wait to get a move on. Stroke its back and each pet will walk! Each pet comes with its own playful accessory. Children can choose from three BUTTERSCOTCH & FRIENDS WALKIN' PETS in the spring, and look for three additional pet friends in the fall. Each sold separately. Includes 1 "AA" demo battery. 1 "AA" replacement battery required. Available at most major toy retailers nationwide and on HasbroToyShop.com.

FURREAL FRIENDS BUTTERSCOTCH & FRIENDS SNUGGIMALS Assortment

(Ages 4 years & up/Approx. Retail Price: \$9.99/Available: Spring 14)

So sweet and small, you'll want them all! FURREAL FRIENDS BUTTERSCOTCH & FRIENDS SNUGGIMALS palm-sized pets are the perfect size for on-the-go pet fun. When you stroke their backs, watch the cute SNUGGIMALS pets wag their heads and move their tails. Children can choose from many different SNUGGIMALS pets in the spring, and look for new pets in the fall. Each sold separately. Includes one "AA" demo battery. One "AA" replacement battery required. Available at most major toy retailers nationwide and on HasbroToyShop.com.

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