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Hasbro's LITTLEST PET SHOP Pets Travel to Toys"R"Us® Stores Nationwide and Online at toysrus.com

PET VACATIONS Collection Lets Girls Embark on Brand-new Adventures within the World of LITTLEST PET SHOP

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](http://Hasbro.Inc) (NASDAQ: HAS) today announced an exclusive LITTLEST PET SHOP retail program with The World's Greatest Toy Store™, [Toys"R"Us®](http://ToysRUs.com), featuring space devoted to the PET VACATIONS collection of toy and lifestyle products. This playful assortment showcases LITTLEST PET SHOP and BLYTHE characters in travel-themed playsets, and lets girls bring their own LITTLEST PET SHOP adventures to life with an array of Hasbro-branded lifestyle products, including scrapbooks, journals and travel kits decorated with their favorite LITTLEST PET SHOP characters. LITTLEST PET SHOP PET VACATIONS playsets and accessories will be available exclusively in Toys"R"Us stores nationwide and online at Toysrus.com through December 31, 2011.

"The Toys"R"Us exclusive PET VACATIONS collection is a great example of how Hasbro collaboratively works with retailers and licensees to build broad, compelling programs across key categories, such as toy and game, fashion, home, and publishing. We want to bring our brands to life in toys and beyond," said Ira Hernowitz, Senior Vice President, U.S. Marketing at Hasbro. "With PET VACATIONS, we are able to offer unique products that invite new and existing LITTLEST PET SHOP fans to collect and connect with their favorite LITTLEST PET SHOP pets."

"We are excited to partner with Hasbro to offer this special assortment of LITTLEST PET SHOP playsets among the broad assortment of items available exclusively at Toys"R"Us," said Lisa Harnisch, Vice President, General Merchandise Manager, Toys"R"Us, Inc. "The LITTLEST PET SHOP PET VACATIONS assortment provides a unique collection featuring BLYTHE, which kids will be searching for."

The exclusive LITTLEST PET SHOP PET VACATIONS assortment includes the Vacation Pet Collection, the CRUISE COLLECTION, STYLIN' SAFARI and Pet Hotel playsets as well as an exclusive version of the PET JET playset. Girls can also enjoy an adorable assortment of LITTLEST PET SHOP travel-inspired items, including scrapbooks, journals, cosmetic cases, travel kits, wristlets, mini backpacks and boarding bags.

About Hasbro

Hasbro, Inc. (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.

Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2011 Hasbro, Inc. All Rights Reserved.

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