



February 10, 2010

## **Hasbro's PLAY-DOH Brand Rolls out Big News for 2010**

### **Celebrating SESAME STREET License, FUN FACTORY 50th Anniversary, and Brand New Arts 'n Crafts Line**

PAWTUCKET, R.I., Feb 10, 2010 (BUSINESS WIRE) -- Hasbro Inc.'s (NYSE: HAS) PLAY-DOH brand is thrilled to announce new Sesame Street branded playsets for 2010! Elmo, Big Bird and Cookie Monster characters combine with PLAY-DOH compound play for an exciting blend of learning and creative fun for preschoolers. This year also marks the 50th anniversary of the nostalgic FUN FACTORY playset; the celebration will kick off with the introduction of a new and improved SPIN 'N STORE FUN FACTORY set and culminate with the debut of an impressive expansion of the beloved toy this fall, the MEGA FUN FACTORY playset. Adding to the excitement, the brand new PLAY-DOH CREATIONS line of open-ended arts and crafts products launches this fall. Imagination knows no boundaries with this engaging PLAY-DOH branded product line which includes markers, crayons and more in addition to traditional PLAY-DOH compound. The new extensive PLAY-DOH CREATIONS CADDY kit exemplifies this unique merging of PLAY-DOH compound and classic arts 'n crafts supplies, offering endless entertainment for imaginative kids while encouraging creative, multi-sensory play.

Key 2010 PLAY-DOH product introductions include:

#### **SHAPE & SPIN ELMO**

(Ages 3 years & up/Approx. Retail Price: \$19.99/Available: Fall 10)

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 Shapes 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. Available at most major toy retailers nationwide and on [HasbroToyShop.com](http://HasbroToyShop.com).

#### **SESAME STREET FUN SHAPES BUCKET**

(Ages 3 years & up/Approx. Retail Price: \$12.99/Available: Fall 10)

Kids will delight in having their favorite Sesame Street characters at their fingertips! This creative collection features Elmo, Big Bird and Cookie Monster finger puppet molds atop a convenient storage bucket, offering an exciting new way to play with PLAY-DOH compound. After children create their finger puppet friends, they can engage in fun activities featured on the enclosed playmats, such as identifying shapes with Elmo, learning about foods with Cookie Monster and animal fun with Big Bird. Set includes three themed playmats and four 2-ounce cans PLAY-DOH compound. Available at most major toy retailers nationwide and on [HasbroToyShop.com](http://HasbroToyShop.com).

#### **MEGA FUN FACTORY**

(Ages 3 years & up/Approx. Retail Price: \$29.99/Available: Fall 10)

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. Available at most major toy retailers nationwide and on [HasbroToyShop.com](http://HasbroToyShop.com).

#### **PLAY-DOH CREATIONS 3-D FLASH ART**

(Ages 5 years & up/Approx. Retail Price: \$19.99/Available: Fall 10)

Watch your creation "come to life" with this unique and exciting flash art set. Press the neon colored PLAY-DOH compound onto the design board and the spinner will form a 3-D design right before your eyes! Kids can also drop paint or press

bendable sticks onto the design board to make a 3-D creation. Set includes four design cards, four 1-ounce cans of PLAY-DOH compound, three bottles of paint and five BEND-N-BUILD STIX. Requires three "C" batteries, not included. Available at most major toy retailers nationwide and on [HasbroToyShop.com](http://HasbroToyShop.com).

### **PLAY-DOH CREATIONS CADDY**

(Ages 4 years & up/Approx. Retail Price: \$19.99/Available: Fall 10)

Featuring over twenty-five arts 'n crafts supplies that can be used together or separately, this caddy is a caboodle of creativity! The collection of creative supplies includes five 2-ounce cans of PLAY-DOH compound, crayons, stamps, markers, and much more! When kids are finished creating, everything fits neatly back into the portable caddy for easy clean-up and storage. Available at most major toy retailers nationwide and on [HasbroToyShop.com](http://HasbroToyShop.com).

### **CAKE MAKIN' STATION**

(Ages 3 years & up/Approx. Retail Price: \$14.99/Available: Fall 10)

Create amazing "cakes" with this exciting new PLAY-DOH playset featuring three different "icing" stations. Kids will be delighted to stamp out a fun "frosting" pattern onto their PLAY-DOH cake, use the "frosting" bag to add festive decorations at the next station and then extrude out colorful "toppings". As the "cake" creation rotates from station to station, double twirling cake plates showcase all sides of the little "baker's" decorative masterpiece. Set includes four 3-ounce cans of colorful PLAY-DOH compound. Available at most major toy retailers nationwide and on [HasbroToyShop.com](http://HasbroToyShop.com).

### **POPPIN' MOVIE SNACKS PLAYSET**

(Ages 3 years & up/Approx. Retail Price: \$12.99/Available: Spring 10)

With the entertaining POPPIN' MOVIE SNACKS set, kids can create all their favorite "snacks" from the movie theater concession stand. Use the popcorn cranker to fill up a bucket of realistic-looking popcorn or create colorful "candy," a "hot dog," "french fries," or "ice cream" treats with a variety of molds. Don't forget to mold out a movie ticket, too! Set includes a movie theater themed playmat, four 2-ounce cans and one 5-ounce can of PLAY-DOH compound. Available at most major toy retailers nationwide and on [HasbroToyShop.com](http://HasbroToyShop.com).

For more information about new PLAY-DOH products, please visit [playdoh.com](http://playdoh.com).

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://www.hasbro.com>. © 2010 Hasbro, Inc. All Rights Reserved.

SOURCE: Hasbro Inc.

Litzky Public Relations  
Josslynne Welch/Catherine Hughes, 201-222-9118  
[jjwelch@litzkypr.com](mailto:jjwelch@litzkypr.com)/[chughes@litzkypr.com](mailto:chughes@litzkypr.com)