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Hasbro and the Jim Henson Company Team to Introduce Wide Range of Toys and Games Based on Sid the Science Kid (TM)

Hasbro Awarded Four-Year, Worldwide License for Toys and Games Inspired by the Popular Preschool Program

PAWTUCKET, R.I., Feb 03, 2009 (BUSINESS WIRE) -- The Jim Henson Company today announced that it has appointed Hasbro, Inc. (NYSE:HAS) the master toy and game licensee for its SID THE SCIENCE KID™ property. SID THE SCIENCE KID is an educational animated television series airing daily on PBS KIDS® which uses comedy to promote exploration, discovery, and science readiness among preschoolers.

The four-year license grants Hasbro the rights to introduce an array of SID THE SCIENCE KID products starting January 1, 2009. Hasbro's line of SID THE SCIENCE KID toys and games is slated to debut at retail Fall 2009.

"We are already seeing a demand for innovative and engaging product for SID THE SCIENCE KID from parents and kids who have embraced this exciting new show," said Melissa Segal, Sr. Vice President of Global Consumer Products for The Jim Henson Company. "We are confident that Hasbro's PLAYSKOOL brand will bring toys to our audience in a creative and meaningful way that will celebrate and expand SID's world."

"The SID THE SCIENCE KID property is a natural fit for our PLAYSKOOL brand," said Sharon John, general manager, PLAYSKOOL brands. "Similar to SID's quest to discover and learn about the world around him, our PLAYSKOOL toys are inspired by children's natural curiosity and encourage them to play and explore."

About The Jim Henson Company

The Jim Henson Company has remained an established leader in family entertainment for over 50 years and is recognized worldwide as an innovator in puppetry, animatronics and digital animation. Best known as creators of the world famous Muppets (the rights to which are now owned by The Walt Disney Company), Henson is the recipient of over 50 Emmy Awards and nine Grammy Awards. Credits include the Saturn Award-winning "Farscape" and the features "MirrorMask," "Five Children and It," "Good Boy!" and the recently released direct to DVD "Unstable Fables," which features "3 Pigs and a Baby," "Tortoise vs. Hare" and "The Goldilocks and the Three Bears Show." With additional locations in New York and London, The Jim Henson Company is headquartered in Los Angeles on the historic Charlie Chaplin lot, complete with soundstage and postproduction facilities. Independently owned and operated by the five adult children of founder Jim Henson, the Company is also home to Jim Henson's Creature Shop™, a pre-eminent character-building and visual effects group with international film, television and advertising clients, as well as Henson Recording Studios, one of the music industry's top recording facilities known for its world-class blend of state of the art and vintage equipment. The Company is currently completing production on 40 episodes of Sid the Science Kid, a science readiness animated series for preschoolers that debuted on PBS KIDS in September 2008, and recently premiered the preschool live-action puppet series "Pajanimals" on PBS KIDS Sprout. The Company's Henson Alternative brand continues to produce "Puppet Up! - Uncensored," a live puppet improvisational show that has played to sold out crowds around the world and runs monthly at the Avalon Hollywood. The Company has also announced the creation of Jim Henson Designs, a merchandise collection inspired by Jim Henson's earliest sketches, and The Jim Henson Company: Discoveries, an acquisitions banner that celebrates outstanding third party produced independent film, television and video productions from around the globe embodying the Company's enduring legacy. www.henson.com

About Hasbro, Inc.

Hasbro (NYSE:HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER, CRANIUM and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world. ©2009 Hasbro, Inc. All

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SOURCE: Hasbro

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