



September 20, 2011

Music Industry Tastemaker Randy Jackson Joins Hasbro's PLAYSKOOL Brand to Celebrate the Launch of LET'S ROCK! ELMO

Most Interactive Elmo Toy Yet Invites Kids to Make Music in Rock Star Fashion

PAWTUCKET, R.I., Sept. 20, 2011 /PRNewswire/ -- Are you ready to rock? It's show time as [Hasbro](#) Inc.'s (NASDAQ: HAS) iconic [PLAYSKOOL](#) brand introduces the LET'S ROCK! ELMO interactive plush, the most innovative Elmo toy yet. Joined by music industry veteran and Grammy Award-winning producer Randy Jackson, LET'S ROCK! ELMO made his official debut at a private event yesterday at the Empire Hotel in New York, NY. Known for his ability to guide the next generation of music superstars into the spotlight, Jackson was on hand to offer advice as LET'S ROCK! ELMO takes the stage at retail this fall. The truly interactive LET'S ROCK! ELMO plush character sings, plays instruments, and invites little musicians to rock out with him!

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/52202-randy-jackson-joins-hasbro-playskool-for-let-s-rock-elmo-launch>

(Photo: <http://photos.prnewswire.com/prnh/20110920/MM70945>)

Children can sing along with their favorite red furry rocker to six on-board songs, including the popular "Elmo's World," "What Elmo Likes About You" and original "Elmo Likes to Rock & Roll," while the LET'S ROCK! ELMO toy jams along. When children hand LET'S ROCK! ELMO the included drums, tambourine or microphone, he recognizes which instrument he is playing! Little musicians can join in with a LET'S ROCK! guitar, keyboard or microphone (each sold separately) to form their own rock band with the LET'S ROCK! ELMO toy. Elmo will wirelessly recognize these instruments, too, and play and sing along.

"I'm always on the lookout for the next big thing and I'd say that this holiday season LET'S ROCK! ELMO is in it to win it!" said Randy Jackson, American Idol judge and Executive Producer of the MTV hit series America's Best Dance Crew. "Singing and dancing come naturally to children and I'm a big fan of toys like LET'S ROCK! ELMO that help nurture that innate love for music."

"LET'S ROCK! ELMO combines one of children's favorite characters, Elmo, with music in an engaging and interactive way that will have every child rocking this holiday season," said Jerry Perez, Senior Vice President and Global Brand Leader, PLAYSKOOL. "This is the first time that children can play with an Elmo toy that recognizes which accessory they are playing with and then interacts accordingly with them. We're excited to take the musical play experience to the next level."

"LET'S ROCK! ELMO brings Elmo to life in a more interactive way than ever before," said Sherrie Westin, Executive Vice President and Chief Marketing Officer of Sesame Workshop. "By enabling young children to play musical instruments alongside the lovable Elmo, the toy fosters their creativity and encourages a love of music."

LET'S ROCK! ELMO headlines a variety of all new toys and games from the PLAYSKOOL brand in partnership with Sesame Workshop, the nonprofit educational organization behind *Sesame Street*. The expansive product lineup features seven different segments including a variety of plush characters, learning toys, figures and playsets, developmental products, bath time fun, role play toys, and an assortment of engaging games. Highlights from the 2011 LET'S ROCK! product line include:

LET'S ROCK! ELMO

(PLAYSKOOL/Ages 18 months & up/Approx. Retail Price: \$69.99/Available: Now)

It's music time! Rock out with the new LET'S ROCK! ELMO! Dressed in a concert style tee, Elmo takes the stage singing and making music - and preschoolers can too! Elmo comes with his very own microphone and two instruments - a tambourine and a drum set. Preschoolers can choose which instrument Elmo plays, and he magically recognizes which one they give him. Kids can also play along on Elmo's instruments - they're perfectly sized for little hands! For even more rockin' fun, Elmo also

interacts with other LET'S ROCK! instruments (each sold separately); he knows when you're playing the LET'S ROCK! Guitar, Keyboard or Microphone and plays along with you! The LET'S ROCK! ELMO toy sings six rockin' songs, so grab an instrument and join Elmo's band! Requires six "AA" batteries, included. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LET'S ROCK! COOKIE MONSTER KEYBOARD

(PLAYSKOOL/Ages 18 months & up/Approx. Retail Price: \$19.99/Available: Now)

Get ready to rock with the LET'S ROCK! COOKIE MONSTER KEYBOARD! Packed with fun features, the Keyboard includes three preschool tunes, three modes of play, and bright, light up keys. For even more rockin' fun, the Cookie Monster Keyboard also interacts with the LET'S ROCK! ELMO character (sold separately) who magically knows when you have the Cookie Monster Keyboard and plays along with you to the "ABC Song!" Requires three "AA" batteries, included. Available at most major retailers and nationwide on HasbroToyShop.com.

LET'S ROCK! ELMO GUITAR

(PLAYSKOOL/Ages 18 months & up/Approx. Retail Price: \$19.99/Available: Now)

Preschoolers can put on a rockin' performance with the Elmo Guitar! Packed with fun features, the Guitar includes three preschool tunes, three modes of play, light up keys and a fun whammy bar! For even more rockin' fun, the Elmo Guitar also interacts with the LET'S ROCK! ELMO character (sold separately) who magically knows when you have the Elmo Guitar and plays along with you to the "Elmo's World" song! Requires three "AA" batteries, included. Available at most major retailers and nationwide on HasbroToyShop.com.

LET'S ROCK! GROVER MICROPHONE

(PLAYSKOOL/Ages 18 months & up/Approx. Retail Price: \$14.99/Available: Now)

Sing out and sing loud on the LET'S ROCK! GROVER MICROPHONE! Packed with fun features, the Grover Microphone includes three preschool songs and a button to amplify your voice - just like a real working microphone! For even more rockin' fun, the Grover Microphone also interacts with the LET'S ROCK! ELMO character (sold separately) who magically knows when you have the Grover microphone and sings along with you! Requires three "AAA" batteries, included. Available at most major toy retailers nationwide and on HasbroToyShop.com.

For more information on LET'S ROCK! ELMO, the PLAYSKOOL brand, and additional toys and games in the PLAYSKOOL SESAME STREET collection, please visit playskool.com. Make friends with PLAYSKOOL online at Facebook.com/Playskool and Twitter.com/Playskool!

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. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is www.hubworld.com. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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

About Sesame Workshop

[Sesame Workshop](http://www.sesameworkshop.org) is the nonprofit educational organization that revolutionized children's television programming with the landmark [Sesame Street](http://www.sesamestreet.org). The Workshop produces local *Sesame Street* programs, seen in over 140 countries, and other acclaimed shows to help bridge the literacy gap including [The Electric Company](http://www.theelectriccompany.com). Beyond television, the Workshop produces content for multiple media platforms on a wide range of issues including literacy, health and military deployment. Initiatives meet specific needs to help young children and families develop critical skills, acquire healthy habits and build emotional strength to prepare them for lifelong learning. Learn more at www.sesameworkshop.org.

SOURCE Hasbro, Inc.

