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PLAY-DOH 2014 PRODUCT DESCRIPTIONS

Get ready for an adventure in creativity as the PLAY-DOH brand takes you to mountains of cake, sparkling castles, construction zones and more! With fun licensed characters and all new sparkle compound formula too, there's no limit to where your imagination will take you!

PLAY-DOH SWEET SHOPPE

The SWEET SHOPPE is serving up PLAY-DOH cake, cupcakes and ice cream this year in a big way! Design and sculpt tons of unique and amazing PLAY-DOH desserts and cakes - the decorative possibilities are nearly endless!

PLAY-DOH CAKE MOUNTAIN Playset

(Ages 3 years & up/Approx. Retail Price: \$19.99/Available: Fall 14)

It's layers of fun at the CAKE MOUNTAIN playset! With the new CAKE MOUNTAIN playset there are tons of ways to make amazing cake creations. The fun starts at the top when you load one of three different cake molds with PLAY-DOH compound, then 'press and pop' to make your cake! Use the half molds on the playset to add fun details and PLAY-DOH treats, then pile on the PLAY-DOH PLUS frosting! Separate the bottom layer to uncover more half-molds and fun ways to play – it's two play sets in one! You can even decorate the outside of the PLAY-DOH cake, adding colorful plastic candles or turn them into PLAY-DOH lollipops! Set includes an extruder, six candles, a knife, a fork, two plates, three 2 ounce cans of PLAY-DOH compound and two 2 ounce cans of PLAY-DOH PLUS compound. Available at most major toy retailers nationwide and on HasbroToyShop.com.

PLAY-DOH DOUBLE DESSERTS Playset

(Ages 3 years & up/Approx. Retail Price: \$14.99/Available: Spring 14)

Double the desserts, double the fun! Now kids can have PLAY-DOH cake AND ice cream in one playset! Create colorful PLAY-DOH cakes and pies in the 'oven' to feel like a real baker. A "ding" and it's done! When you hear that sound, the PLAY-DOH treats are ready for a scoop (or more!) of PLAY-DOH ice cream! Set includes two 2 ounce cans of PLAY-DOH compound and two 2 ounce cans of PLAY-DOH PLUS compound. Available at most major toy retailers nationwide and on HasbroToyShop.com.

PLAY-DOH CUPCAKE TOWER Playset

(Ages 3 years & up/Approx. Retail Price: \$9.99/Available: Spring 14)

Whip up a colorful batch of PLAY-DOH cupcakes with the CUPCAKE TOWER playset! Use the book mold to give each PLAY-DOH cupcake the most realistic-looking shape, then top off each one with a decorative and detailed PLAY-DOH PLUS frosting! Little decorators can display their new PLAY-DOH treats on the three-tiered tower or remove the plates to serve their friends! Set includes two 2 ounce cans of PLAY-DOH compound and two 2 ounce cans of PLAY-DOH PLUS compound. Available at most major toy retailers nationwide and on HasbroToyShop.com.

DISNEY PRINCESS by the PLAY-DOH Brand

Kids can make their own fairy tales sparkle with DISNEY PRINCESS playsets from the PLAY-DOH brand! Create and customize your favorite Disney Princesses and castles. This "mix and match" collection offers fun and dazzling ways to play, with princess doll figures, gowns and accessories that are interchangeable so kids can collect, create, customize their own princess kingdom!

DISNEY PRINCESS MAGICAL CARRIAGE Playset by the PLAY-DOH Brand

(Ages 3 years & up/Approx. Retail Price: \$14.99/Available: Spring 14)

Transform Cinderella's dress to a beautiful gown with this MAGICAL CARRIAGE playset! Complete the fairy tale by extruding lovely vines out of the top of Cinderella's carriage and roll the carriage along to take her to the ball. Kids can also use the half-molds to create a fairy godmother, footmen, and more! Includes one 3 ounce can of PLAY-DOH compound and two 2 ounce cans of new super sparkly compound. Available at most major toy retailers nationwide and on HasbroToyShop.com.

DISNEY PRINCESS DESIGN-A-DRESS Assortment by the PLAY-DOH Brand

(Ages 3 years & up/Approx. Retail Price: \$6.99/Available: Spring 14)

Design unique gowns and sparkling accessories with the DESIGN-A-DRESS kits! Use the styling tools to help Cinderella get ready for the ball or dress Rapunzel in a fun new outfit. Each set includes one Disney Princess figure, a texture roller, two 2 ounce cans of PLAY-DOH compound including sparkling colors, and tools to create the ultimate ball gown! Assortment includes Cinderella and Rapunzel, each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

DISNEY PRINCESS MAGICAL DESIGNS PALACE Playset by the PLAY-DOH Brand

(Ages 3 years & up/Approx. Retail Price: \$19.99/Available: Fall 14)

Make your fairytale sparkle with Aurora and the new MAGICAL DESIGNS PALACE playset! Decorate Sleeping Beauty's dress to celebrate a special occasion! The magic happens when you load the drawbridge and the Aurora figure with PLAY-DOH compound, then press down on the drawbridge mechanism to create different dress designs. Load up a PLAY-DOH birthday cake onto the drawbridge and kids can create a beautiful PLAY-DOH cake for the celebration! Decorate the customizable castle with lots of half-molds and removable balcony and castle walls. Top your PLAY-DOH cans with the tower tops or use them as textured rollers. This play set is part of the new "mix and match" collection. Disney Princess doll and gowns are interchangeable with other figures in the line (other dolls sold separately or as part of playset), and the castle balconies are interchangeable too! Includes figure, two dresses, cake mold, rollers, and four 2 ounce cans of PLAY-DOH compound including the new super sparkly formula! Available at most major toy retailers nationwide and on HasbroToyShop.com.

DISNEY PRINCESS ARIEL'S UNDERSEA PALACE Playset by the PLAY-DOH Brand

(Ages 3 years & up/Approx. Retail Price: \$12.99/Available: Fall 14)

Make your fairytale sparkle with ARIEL'S UNDERSEA PALACE playset! Create beautiful ruffled ball gowns and turn Ariel from a mermaid into a human. Design and decorate the castle with PLAY-DOH PLUS compound and beautiful half-molds. Roll out seashells and waves with the coach, and shape Flounder and Sebastian with the clamshell to complete the story. This play set is part of the new "mix and match" collection. DISNEY PRINCESS doll and gowns are interchangeable with other figures in the line (other dolls sold separately or as part of playset)! Playset includes Ariel figure, vehicle, extruder, two 2 ounce cans of PLAY-DOH PLUS compound and three 2 ounce cans of super sparkly PLAY-DOH compound. Available at most major toy retailers nationwide and on HasbroToyShop.com.

DISNEY PRINCESS BELLE'S BLOOMING CASTLE Playset by the PLAY-DOH Brand

(Ages 3 years & up/Approx. Retail Price: \$9.99/Available: Fall 14)

Make your fairytale sparkle with BELLE'S BLOOMING CASTLE playset. Create and customize beautiful ball gowns and accessories for Belle. Design and decorate the castle with beautiful patterns and roses, and press out a lovely PLAY-DOH rosebush for the courtyard. This play set is part of the new "mix and match" collection. DISNEY PRINCESS doll and gowns are interchangeable with other figures in the line (other dolls sold separately or as part of playset)! Playset includes Belle figure, dress molds, rosebush extruder, two 2 ounce cans of super sparkly PLAY-DOH compound and one 1 ounce can of PLAY-DOH compound. Available at most major toy retailers nationwide and on HasbroToyShop.com.

DISNEY PRINCESS RAPUNZEL'S GARDEN TOWER Playset by the PLAY-DOH Brand

(Ages 3 years & up/Approx. Retail Price: \$9.99/Available: Fall 14)

Make your fairytale sparkle with RAPUNZEL'S GARDEN TOWER playset! Roll out PLAY-DOH braids for Rapunzel with her removable roller, then place her on top of the tower and let her "hair" cascade down! Create Pascale, lanterns and more with the tower book mold! There's even a place for every princess in your collection on the extra-large playmat. This play set is part of the new "mix and match" collection. Disney Princess doll and gowns are interchangeable with other figures in the line (other dolls sold separately or as part of playset)! Set includes the tower book mold, Rapunzel figure, braid roller, topper roller, playmat, and three cans of super sparkly PLAY-DOH compound. Available at most major toy retailers nationwide and on HasbroToyShop.com.

DISNEY PRINCESS FIGURE Assortment by the PLAY-DOH Brand

(Ages 3 years & up/Approx. Retail Price: \$5.99/Available: Fall 14)

Now you can collect all of your favorite DISNEY PRINCESS characters! With the all new PLAY-DOH DISNEY PRINCESS FIGURE Assortment, little princesses can help Cinderella transform her dress to a beautiful ball gown, or show off Ariel's new accessories! These figures are part of the new "mix and match" collection. Each figure comes with a removable and interchangeable stamper skirt to create fun accessories and new friends. Choose from Ariel, Cinderella, Jasmine or Snow White, each sold separately. Two 2 ounce cans of super sparkly compound are also included in each assortment to make every dress really shine! Available at most major toy retailers nationwide and on HasbroToyShop.com.

PLAY-DOH DIGGIN' RIGS

Building on success with the DIGGIN' RIGS segment, we have all new vehicles which continue to amp up classic vehicle play with PLAY-DOH play. ! With our DIGGIN' RIGS playsets, kids can have a creative and action packed vehicle adventure! Building, chopping, rolling to the rescue... It's what the DIGGIN' RIGS collection is all about!

PLAY-DOH DIGGIN' RIGS BOOMER THE FIRE TRUCK Playset

(Ages 3 years & up/Approx. Retail Price: \$14.99/Available: Spring 14)

BOOMER THE FIRE TRUCK vehicle is here to help his friends save the day! Use the book mold and stampers on the fire truck to create PLAY-DOH bricks, blocks and even flames to set up a dramatic scene. Then help him roll to the rescue, load his water canon with PLAY-DOH compound and shoot "water" to defeat the fire! The ladder extends and rotates to further enhance the fire truck play! Includes two 3 ounce cans of PLAY-DOH compound. Available at most major toy retailers nationwide and on HasbroToyShop.com.

PLAY-DOH DIGGIN' RIGS BUZZ SAW Playset

(Ages 3 years & up/Approx. Retail Price: \$19.99/Available: Fall 14)

Create, cut and haul it with this construction playset that combines the creativity of PLAY-DOH play with this hard-working vehicle! Kids can extrude their construction materials through the back of the DIGGIN' RIGS BUZZ SAW vehicle, and then cut it all up with the saw arm that swings from the front to the back of the truck! Use the included PLAY-DOH cans to double as construction street signs and warn the drivers passing by! Set includes vehicle, two saw blades, and four 3 ounce cans of PLAY-DOH compound. Available at most major toy retailers nationwide and on HasbroToyShop.com.

PLAY-DOH LICENSED

With our newest licensed properties from DISNEY, your little sculptor's favorite Disney Junior characters are coming to life and going wherever their imagination will take them. Create gold doubloons with JAKE AND THE NEVER LAND PIRATES, care for friends with DOC MCSTUFFINS, make perfect bows with MINNIE and have tea time and more SOFIA THE FIRST!

DISNEY JUNIOR JAKE AND THE NEVER LAND PIRATES TREASURE CREATIONS Playset by the PLAY-DOH Brand

(Ages 3 years & up/Approx. Retail Price: \$9.99/Available: Spring 14)

Join JAKE AND THE NEVER LAND PIRATES on their next adventure! The JAKE AND THE NEVER LAND PIRATES TREASURE CREATIONS playset has all the classic PLAY-DOH fun so kids can stamp and mold these great characters and accessories. Set comes with three 2 ounce cans of PLAY-DOH compound including new specialty gold compound, perfect for molding valuable doubloons! Available at select toy retailers nationwide and on HasbroToyShop.com.

DISNEY JUNIOR DOC MCSTUFFINS DOCTOR KIT Playset by the PLAY-DOH Brand

(Ages 3 years & up/Approx. Retail Price: \$9.99/Available: Spring 14)

With DOC MCSTUFFINS, kids will love heading to their next check up! Create Doc's fuzzy friends and make them feel all better with the DOC MCSTUFFINS DOCTOR KIT playset. Kids can stamp out colorful bandages, hearts, and even wear Doc's stethoscope! Set also includes a syringe extruder, Book of Boo-Boos half mold and three 2 ounce cans of PLAY-DOH compound, including specialty sparkle compound. Available at most major toy retailers nationwide and on HasbroToyShop.com.

DISNEY JUNIOR MINNIE'S BOWTIQUE Playset by the PLAY-DOH Brand

(Ages 3 years & up/Approx. Retail Price: \$6.99/Available: Spring 14)

MINNIE'S BOWTIQUE lets kids customize and create tons of different beautiful bow combinations! Use the figure to stamp out fun characters, mold colorful bows and extrude beautiful ruffles! Kids can get creative using the specialty "polka-dot" compound to design fabulous bows that are perfect for their favorite mouse! Includes two 2 ounce cans including one specialty "polka-dot" PLAY-DOH compound. Available at select toy retailers nationwide and on HasbroToyShop.com.

DISNEY JUNIOR SOFIA THE FIRST TEA TIME Playset by the PLAY-DOH Brand

(Ages 3 years & up/Approx. Retail Price: \$12.99/Available: Fall 14)

Join SOFIA THE FIRST and her friends for a perfect royal tea party! With the TEA TIME playset, little ones can help Princess Sofia get ready for the party by decorating and customizing her amulet, tiara, and sparkling dress. Once Sofia is ready, it's time for her tea! Kids can create their favorite PLAY-DOH treats to serve and even use the teapot to extrude their homemade PLAY-DOH tea! At nine inches tall, Sofia can even hold onto her cup and tray. Parents will love that her skirt can double as an easy storage container for her accessories! Playset includes Sofia figure, teapot extruder, two teacups, tray, plate with molds, one 3 ounce can of PLAY-DOH compound, and two 2 ounce cans of super sparkly compound! Available at most major toy retailers nationwide and on HasbroToyShop.com.

DISNEY JUNIOR SOFIA'S AMULET & JEWELS VANITY Playset by the PLAY-DOH Brand

(Ages 3 years & up/Approx. Retail Price: \$9.99/Available: Fall 14)

With SOFIA'S AMULET AND JEWELS VANITY playset, kids can create dazzling accessories and sparkling PLAY-DOH jewels, which they can really wear! The vanity is a double sided mirror so kids can see themselves in their beautiful creations. Kids can use the molds on the vanity to customize their own royal tiaras and colorful accessories! The sparkle compound will make each piece shine! Set includes vanity, wearable amulet, tiara, bracelet, ring, and three 2 ounce cans of super sparkly compound. Available at most major toy retailers nationwide and on HasbroToyShop.com.

DISNEY JUNIOR SOFIA THE FIRST & CLOVER Figure Pack by the PLAY-DOH Brand

(Ages 3 years & up/Approx. Retail Price: \$6.99/Available: Fall 14)

SOFIA THE FIRST and her friends are ready to play! Kids can stamp out the fun with Sofia and Clover using the new SOFIA FIGURE Pack! Tell Sofia's story by stamping out her favorite amulet and accessories in sparkle compound! Little ones can also use the Clover extruder to create long ears or stamp out fun bird friends! Figure pack includes Sofia figure, Clover figure, and two 2 ounce cans of super sparkly compound. Available at most major toy retailers nationwide and on HasbroToyShop.com.

PLAY-DOH MAKEABLES

Our newest PLAY-DOH Color Sticks offering gives kids a colorful, creative play experience perfect for anytime, anywhere! The MAKEABLES kits include individually wrapped colors and step-by-step instructional cards, so kids have everything they need to start creating.

PLAY-DOH MAKEABLES Assortment

(Ages 3 years & up/Approx. Retail Price: \$2.99/Available: Spring 14)

Expand your creative fun to the bakery, the pet store, or the ocean with the COLOR STICKS MAKEABLES Assortment! Each themed project includes six colorful sticks of compound, three collectable cards and step-by-step instructions on how to make the featured card creation. With these easy-to-use packs, kids can take their classic COLOR STICKS play to the next level and be amazed by what they can create on-the-go! Assortment of three themes includes AQUA OCEAN ADVENTURE, BERRY BRIGHT BAKERY, and PRIMARY PETS; each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

PLAY-DOH MAKEABLES MICKEY MOUSE & FRIENDS Assortment

(Ages 3 years & up/Approx. Retail Price: \$4.99/Available: Spring 14)

Whether you're off to Mickey's next big soccer game or visiting Minnie's Bow-tique, your COLOR STICKS can travel with you to any location, near or far! Using the step-by-step instructions and four collectable cards, learn how to make the featured colorful creations! Each themed kit features eight colorful sticks of compound, four collectable cards, and plastic character accessories. Assortment includes MINNIE & DAISY'S BOWTIQUE and MICKEY & DONALD'S SOCCER MATCH; each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

PLAY-DOH COMPOUND

PLAY-DOH SPARKLE Compound

(Ages 3 years & up/Approx. Retail Price: \$4.99/Available: Fall 14)

Get ready to take your creations to the next level with the all new PLAY-DOH SPARKLE COMPOUND collection! This 6 pack of PLAY-DOH cans has super sparkle within the compound to make every creation really shine and is more sparkly than ever before! Even the classic colorful lids feature a bigger and better sparkle! The SPARKLE COMPOUND collection will make a great addition to any of the DISNEY PRINCESS playsets (each sold separately) but can also stand alone to make any creation really stand out. The collection includes six 2 ounce cans of new sparkle compound and two cutters to create fun shapes with flair. Available at select toy retailers nationwide and on HasbroToyShop.com.

GAMES

PLAY-DOH LAUNCH-O-RAMA Game

(Ages: 3 & up/Players: 2 – 3/Approx. Retail Price: \$19.99/Available: Fall 2014)

The PLAY-DOH brand is launching into the gaming aisle! This silly orange DOH-DOH character is spinning out of control! Load, mold, and launch PLAY-DOH compound into his can - the first player to launch three PLAY-DOH molds into the can WINS! Comes with three 2 oz. cans of PLAY-DOH compound.