



March 23, 2007

Hasbro Launches New Spider-Man Toys During Webslinger Weekend

Spider-Man 3 Movie Collectibles -- Plus Other Great SPIDER-MAN Toys -- Swing on to Store Shelves on Saturday, March 24, 2007

PAWTUCKET, R.I.--(BUSINESS WIRE)--March 23, 2007--In anticipation of SPIDER-MAN swinging back into theaters on May 4, 2007 in Columbia Pictures' Spider-Man™ 3 movie, Hasbro (NYSE: HAS) is spinning a web of excitement and enthusiasm among superhero fans worldwide as it launches its new line of Spider-Man 3 and SPIDER-MAN classic toys, games, and collectibles in stores on Saturday, March 24, 2007.

Celebrating one of the most popular superhero characters of all time, Hasbro's SPIDER-MAN toys and games build on the success of the character that has ruled the pages of comic books for more than four decades. Hasbro's SPIDER-MAN toys and games offer something for everyone - from movie action figures perfect for any collection to a DELUXE SPINNING WEB BLASTER, the ultimate accessory in SPIDER-MAN role play.

"The amazing SPIDER-MAN continues to be a favorite icon within the world of toys and entertainment," said Eric Nyman, Vice President of Marketing on Hasbro's Marvel business. "This weekend, collectors, kids and kids-at-heart will finally be able to get their hands on the much anticipated toys linked to one of this summer's hottest movies."

Fans wishing to receive a special "Spider Reminder" wake-up call this Saturday morning may register at www.hasbro.com/spiderman. At Hasbro's SPIDER-MAN site, fans will also learn how to crack "The Secret of the Symbiote", a code embedded on some of the new product packages that will result in 100 code-crackers winning an exclusive prize. They can also submit questions for SPIDER-MAN creator Stan Lee, who will post answers to selected questions on the website on Thursday, March 29.

Highlights of the Hasbro SPIDER-MAN toys that can be found at retailers nationwide on March 24, 2007 are listed below:

SPIDER-MAN 3 products

DELUXE SPINNING WEB BLASTER (Approximate retail price: \$24.99, refills: \$5.99; Ages 5 & up)

Now web-slinging action isn't just for Spider-Man! Hasbro delivers the most realistic web-slinging experience ever with the DELUXE SPINNING WEB BLASTER. The amazing web blaster creates spiral webs with special web fluid. The blaster can also blast water. Included is one can of web fluid, with refills available separately.

SPIDER-MAN 3 MOVIE ACTION FIGURES (Approximate retail price: \$7.99; Ages: 4 & up)

Hasbro's line of Spider-Man 3 action figures will give kids and collectors the figures they need to recreate the most exciting scenes from the movie. A total of 28 figures will be released in 2007, including all the movie villains and a variety of Spider-Man figures with different powers, including Spider-Man with Web-Launcher, Spider-Man with Battle Action, and Spider-Man Web Spin Attack.

Also Available on March 24, 2007

MR. POTATO HEAD SPIDER SPUD (Approximate Retail Price: \$9.99; Ages: 2 & Up)

Everyone's favorite potato wants to be America's favorite super hero! MR. POTATO HEAD, the iconic face-changing potato friend for kids, becomes the web-slinging hero, SPIDER SPUD, in a super hero make over. Kids will be able to have all kinds of mix 'n match fun with this wacky spud dressed as Spider-Man. SPIDER SPUD comes with potato body plus 12 mix 'n match

parts, including ears, eyes, nose and glasses, for a quick change back to Peter Parker Potato.

SPI-DOG INTERACTIVE MUSIC COMPANION (Approximate retail price: \$34.99; Ages 8 & up)

Continuing the blockbuster success of the I-DOG Interactive Music Companion - the little dog with big sound, Tiger Electronics introduces SPI-DOG Interactive Music Companion. SPI-DOG is styled to look like Spider-Man and will move and groove to any music he hears! Plug SPI-DOG into your music system (not included) and you'll hear your tunes through his built in speaker. As the music plays his face will display light patterns and his head and ears will dance along! Catch SPI-DOG in a musical web adventure! SPI-DOG is compatible with most music players. Two AA batteries are required, but are not included.

SPIDER-MAN & FRIENDS SUPER PAL SPIDER-MAN (Approximate Retail Price: \$29.99; Ages: 18 Months to 3 years)

Spider-Man, a hero that both moms and kids love, switches from your child's daytime pal to his or her nighttime pal. In the daytime mode, soft and cuddly SUPER PAL SPIDER-MAN says fun phrases when you press his chest and makes web-slinging sounds when you squeeze his hand. When it's bedtime, switch to nighttime mode and SUPER PAL SPIDER-MAN will "fall asleep" next to you as he cuddles with his web blankie. (The volume is also adjustable for quiet time!)

About HASBRO

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 and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

About Spider-Man 3

Columbia Pictures' Spider-Man™ 3 reunites the cast and filmmakers from the first two blockbuster adventures for a web of secrets, vengeance, love, and forgiveness that will transport worldwide audiences to thrilling new heights on May 4, 2007.

In Spider-Man™ 3, based on the legendary Marvel Comics series, Peter Parker has finally managed to strike a balance between his devotion to M.J. and his duties as a superhero. But there is a storm brewing on the horizon. When his suit suddenly changes, turning jet-black and enhancing his powers, it transforms Peter as well, bringing out the dark, vengeful side of his personality that he is struggling to control. Under the influence of the suit, Peter becomes overconfident and starts to neglect the people who care about him most. Forced to choose between the seductive power of the new suit and the compassionate hero he used to be, Peter must overcome his personal demons as two of the most-feared villains yet, Sandman and Venom, gather unparalleled power and a thirst for retribution to threaten Peter and everyone he loves.

Columbia Pictures Presents A Marvel Studios/Laura Ziskin Production Spider-Man® 3 starring Tobey Maguire, Kirsten Dunst, James Franco, Thomas Haden Church, Topher Grace, Bryce Dallas Howard, James Cromwell, Rosemary Harris, and J.K. Simmons. The film is directed by Sam Raimi. The screenplay is by two-time Oscar® winner Alvin Sargent and the screen story by Sam Raimi & Ivan Raimi and based on the Marvel Comic Book by Stan Lee and Steve Ditko. The producers are Laura Ziskin, Avi Arad, and Grant Curtis. The executive producers are Stan Lee, Kevin Feige, and Joseph M. Caracciolo.

About Marvel Entertainment, Inc.

With a library of over 5,000 characters, Marvel Entertainment, Inc. is one of the world's most prominent character-based entertainment companies. Marvel's operations are focused on utilizing its character franchises in licensing, entertainment, publishing and toys. Areas of emphasis include feature films, DVD/home video, consumer products, video games, action figures and role-playing toys, television and promotions. Rooted in the creative success of over sixty years of comic book publishing,

Marvel's strategy is to leverage its character franchises in a growing array of opportunities around the world. For more information visit www.marvel.com.

About Columbia Pictures

Columbia Pictures, part of the Columbia TriStar Motion Picture Group, is a Sony Pictures Entertainment company. Sony Pictures Entertainment (SPE) is a subsidiary of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in 67 countries. Sony Pictures Entertainment can be found on the World Wide Web at

<http://www.sonypictures.com>.

About Spider-Man Merchandising, LP

Spider-Man Merchandising, LP, the limited partnership comprised of Marvel Enterprises, Inc. and Sony Pictures Consumer Products Inc., oversees the licensing and merchandising for the Columbia Pictures and Marvel Entertainment Spider-Man™ feature films. The Spider-Man™ feature films are all based on the Marvel character.

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