



## Hasbro Expands JOY FOR ALL Brand with "Companion Pet Pup"

October 3, 2016

**Global Company Builds on Successful Brand Launch with New, Lifelike Pup; Designed to Bring Joy and Companionship to Older Adults**

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Today, [Hasbro, Inc.](#) (NASDAQ: HAS) is growing the JOY FOR ALL brand with the launch of a new, realistic "pet" designed to bring joy, companionship, and happiness to aging loved ones: the JOY FOR ALL Companion Pet Pup.

The JOY FOR ALL brand launched in November 2015, was Hasbro's first foray into products designed specifically for seniors. The brand was inspired by consumer feedback surrounding the appeal of certain Hasbro toys and games for seniors, and was built upon extensive consumer research with older adults and caregivers nationwide. Following launch, the brand quickly gained traction with seniors, caregivers and senior living solutions providers, recently earning the 2016 Caregiver Friendly Award from Today's Caregiver Magazine.

"Aging loved ones and their caregivers have been thrilled with the Companion Pet Cats, and we are inspired by their positive feedback and personal stories," said Ted Fischer, vice president of business development at Hasbro. "The Cat delivers a unique way for all generations to connect deeply through interaction and play, but dog lovers continually asked when we planned to add a dog to the line. We are truly excited for the new JOY FOR ALL product - the Companion Pet Pup - to bring even more lighthearted fun and laughter to seniors and their families."

With BarkBack™ technology and a soft, built-in heartbeat, the JOY FOR ALL Companion Pet Pup is a lifelike pet alternative. It looks, sounds, and feels like a real dog; when the pup's "owner" speaks, it looks toward him/her and reacts with realistic puppy sounds. The Companion Pet Pup will be available starting October 3 exclusively on [QVC.com](#) and [JoyForAll.com](#).

The JOY FOR ALL brand is dedicated to making a positive impact on the health and happiness of seniors, and has collaborated with leading organizations to help further this mission. In July 2016, Hasbro joined forces with Meals on Wheels America to fight senior isolation and loneliness, which affects one in four seniors across the country. Hasbro will donate \$100,000 to Meals on Wheels America and provide JOY FOR ALL Companion Pets to local Meals on Wheels programs across the country in order to provide comfort and companionship to the nation's most vulnerable citizens.

The JOY FOR ALL brand was also a leading sponsor at the Hilarity for Charity NYC Show in June 2016. Hilarity for Charity is a movement led by Seth Rogen and Lauren Miller Rogen to inspire change and raise awareness of Alzheimer's among the millennial generation, and, similar to Meals on Wheels, is a natural fit for the JOY FOR ALL brand.

"Raising awareness through high-profile events and meaningful collaborations, the JOY FOR ALL brand is gaining recognition for its important work supporting seniors," Fischer said. "The new Companion Pet Pup will help us grow our reach and continue the brand's momentum this year and into the future."

To learn more about the JOY FOR ALL brand, visit [www.JoyForAll.com](#) and follow the brand on Twitter [@JoyForAll](#) and Instagram [@HasbroJoyForAll](#).

### **About Hasbro**

[Hasbro](#) (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. Learn more at [www.hasbro.com](#), and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

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