



PLAYSKOOL Makes Playtime as Easy as Play, Stow, Go

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Informed by Consumer Insights, New Collection of Storable, Portable Baby and Toddler Toys Helps On-The-Go Millennial Parents Bring Engaging Play Experiences Anytime, Anywhere

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Committed to delivering the world's best play experiences and recognizing the unmet needs of millennial parents, [Hasbro, Inc.](http://Hasbro.Inc) (NASDAQ: HAS) today announced an exciting introduction from the beloved PLAYSKOOL brand. This new line of PLAYSKOOL toys was informed by consumer feedback, including insight from parents that they are seeking, but often cannot find, toys that offer time-saving solutions and support for both parents and little ones during travel and other tough transition times.



Informed by consumer insights, the Playskool brand introduces a new collection of storable, portable baby and toddler toys that help make playtime as easy as play, stow and go! (Photo: Business Wire)

buttons, and more to help encourage independent dressing skills.

For more information on the PLAYSKOOL brand, visit Playskool.com or join our Facebook community at [Facebook.com/Playskool](https://www.facebook.com/Playskool).

About Hasbro (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH, TRANSFORMERS, and premier partner brands. From toys and games to television programming, motion pictures, digital gaming and a comprehensive lifestyle licensing program,

Specifically designed to help modern families adapt to an ever-changing schedule, this new collection of lightweight, portable PLAYSKOOL products combines lovable character designs with engaging toys that allow parents to infuse entertainment for little ones into a hectic daily schedule - letting playtime happen nearly anytime, anywhere.

"After listening to feedback from new moms and dads, we found that the desires of playful children and the needs of busy parents can often be conflicting," said Michelle Micone, vice president of global brand marketing & strategy at Hasbro, Inc. "The newest PLAYSKOOL collection was developed to play, stow and go to help balance parents' busy schedules by allowing a quick and easy transition to playtime, no matter where the day takes them."

Featuring collapsible, portable versions of baby and toddler favorites like stacking cups, shape sorters and more, each item in the new PLAYSKOOL collection can be easily compacted to stow inside a stroller or a diaper bag, while some even fit into a jacket pocket. At playtime, parents can easily open each product to reveal fun, colorful toys that can encourage various play benefits, including fine motor skills and sensory play. When it's time to hit the road, these space-saving products can be packed up and taken to the playground, on a plane, to the doctor's office, and more, helping to make even the most hectic schedules more manageable. The collection also makes at home play much easier as the toys collapse into smaller size for easier storage, with the pieces conveniently fitting inside the toys so you can avoid having to search for missing parts. It's as easy as Play, Stow, Go!

"Play is an important part of a child's development and an important part of every day, however, as a mom juggling home, school and work responsibilities, I know it can be difficult to find the time," said Adrienne Appell, Director, strategic communications, Toy Industry Association. "The newest Playskool line provides parents with toys that help solve that problem, and that both baby and mom can love - the collection is fun, easy to grab on the go and available at a great value."

At launch, the space-saving STACK 'N STOW cups and the two-in-one ROLL 'N GEARS CAR toy will be available for purchase at most major retailers nationwide and at HasbroToyShop.com. In the fall, the line will expand to include even more on-the-go products such as the convenient FOLD 'N GO ELEPHANT toy that can encourage sensory play, and the DRESSY KIDS plush friends, which includes fasteners, zippers, buckles,

Hasbro fulfills the fundamental need for play and connection for children and families around the world. The Company's Hasbro Studios creates entertainment brand-driven storytelling across mediums, including television, film and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families every year. Learn more at www.hasbro.com and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)).

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150216005556/en/>

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