PLAY-DOH Touch App and SHAPE TO LIFE STUDIO Bring Kids' Creations to Life for the First Time Ever

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PLAY-DOH App and Companion Product from Hasbro, Inc. Make Global Debut Exclusively at Apple Stores

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Today, Hasbro, Inc. (NASDAQ: HAS) will debut the PLAY-DOH Touch app and the PLAY-DOH Touch SHAPE TO LIFE STUDIO set exclusively at Apple Stores around the world. The app, available for iPhone and iPad, and product work together for an interactive physical and digital play experience that brings PLAY-DOH creations to life in an immersive virtual PLAY-DOH world.

This Smart News Release features multimedia. View the full release here: http://www.businesswire.com/news/home/20161102005974/en/

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"For the first time ever, fans can truly bring their creations to life with PLAY-DOH Touch," said Greg Lombardo, vice president of marketing for the PLAY-DOH brand. "Since 1956, the PLAY-DOH brand has evolved to fit the ever-changing wants and needs of our fans from around the world. As we celebrate our 60th birthday this year, it was important to seamlessly infuse new technology into the classic, hands-on PLAY-DOH experience while staying true to our core values of inspiring creativity and imagination."

Kids can amplify classic PLAY-DOH playtime by sculpting their own creations and creating unique, magical worlds with the PLAY-DOH Touch SHAPE TO LIFE STUDIO set, which includes character stampers, action stampers, cutters, tools, PLAY-DOH compound, and a SHAPE TO LIFE STUDIO set. Here's how to bring sculpts to life with the PLAY-DOH Touch app on iPhone and iPad:

- **Shape**: Use the stampers, cutters and tools or shape your own PLAY-DOH creation.
- **Scan**: Bring your creation to life by scanning it into the PLAY-DOH Touch app.
- **Explore**: Interact with your creation, create new friends that will unlock unique worlds and personalities, and add fun effects to make your creation dance, spin and float.
- **Repeat**: Keep shaping and scanning more PLAY-DOH creations to customize and enhance your world!

PLAY-DOH Touch is the newest innovation in the brand's ever-evolving collection; it encourages an intuitive creative flow that seamlessly loops between shaping physically and exploring digitally.

"The PLAY-DOH Touch app and SHAPE TO LIFE STUDIO set lets us adapt to today's evolving play landscape - while still offering that timeless, hands-on PLAY-DOH fun and even encourages kids to make even more PLAY-DOH creations," Lombardo said. "We're excited to offer our fans a new, unique way that will enhance their PLAY-DOH play."

The PLAY-DOH Touch app was developed by Hasbro with award-winning digital product studio, ustwo Nordics. The PLAY-DOH Touch app is available

in the App Store starting today, and the PLAY-DOH Touch SHAPE TO LIFE STUDIO set is available now on Apple.com and at Apple Stores. Early next year, the PLAY-DOH Touch SHAPE TO LIFE STUDIO Set and PLAY-DOH Touch app will be available at additional retailers and on other platforms.

Fans can stay up to date on the PLAY-DOH brand as it celebrates its 60th birthday and beyond on Instagram (@PlayDoh) or Facebook (facebook.com/playdoh), and can share their own memories using #PLAYDOH. To learn more about the PLAY-DOH brand, visit playdoh.hasbro.com.

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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Hasbro, Inc.
Kristina Timmins, 401-727-5973
Kristina.Timmins@hasbro.com
or
Litzky Public Relations
Stephanie Vermillion/Christie Damato, 201-222-9118
svermillion@litzkypr.com/cdamato@litzkypr.com

Source: Hasbro, Inc.

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