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Hasbro's Popular SUPER SOAKER Brand Joins the Company's NERF Portfolio

Two Power House Hasbro Brands Combine In 2010 To Deliver The Ultimate In Water Blaster Action With The New NERF SUPER SOAKER Line

PAWTUCKET, R.I., Feb 11, 2010 (BUSINESS WIRE) -- For the first time ever, the hydro-powered excitement of Hasbro, Inc.'s (NYSE:HAS) SUPER SOAKER brand and the peak performance and innovation of the company's NERF brand will come together to form the ultimate in water blaster advancements with the new NERF branded SUPER SOAKER line. Four specially designed water blasters featuring some of the most popular NERF and SUPER SOAKER technologies and design elements, including a Tactical Rail System, collapsible shoulder stock, and supreme water power, will be unleashed this spring just in time for warm weather action.

"The NERF, SUPER SOAKER partnership provides our fans with the best of both blaster worlds," said Jonathan Berkowitz, director of global marketing, Hasbro. "We're excited to not only welcome a new addition to the NERF family, but fuse two incredibly strong players in the sports action arena together to truly take water blaster play to the next level."

Available in either red or blue, the new NERF SUPER SOAKER water blasters allow players to either team up and challenge opponents to adrenaline-pumping SOAKER WARS or compete for summer supremacy in one-on-one matches. This year, gear up with the latest innovation in water blasters and get ready to SOAK OR BE SOAKED!

The new NERF SUPER SOAKER collection for 2010 includes:

NERF SUPER SOAKER BOTTLE BLITZ Water Blaster

(Ages 6 years & up/Approximate Retail Price: \$7.99/Available: Spring 2010)

Need a bigger blast in a hurry? The new NERF SUPER SOAKER BOTTLE BLITZ water blaster gives you massive ammo capacity by allowing you to reload with ordinary soda or water bottles. Using pump-to-fire action, you can reign supreme and maintain a constant stream of awesome soakage. The NERF SUPER SOAKER BOTTLE BLITZ water blaster is compatible with most soda bottles. Always use clean tap water in your blasters. Available at most major toy retailers nationwide and on HasbroToyShop.com.

NERF SUPER SOAKER HYDRO FURY 2-Pack

(Ages 6 years & up/Approximate Retail Price: \$9.99/ Available: Spring 2010)

The ultimate SUPER SOAKER faceoff has arrived! The new NERF SUPER SOAKER HYDRO FURY 2-Pack features two different colored HYDRO FURY water blasters, red and blue, so you can break into teams for competitive water play. The new team colors allow players to instantly recognize opponents and surprise them with a stealth shot. Available at most major toy retailers nationwide and on HasbroToyShop.com.

NERF SUPER SOAKER RATTLER Water Blaster

(Ages 6 years & up/Approximate Retail Price: \$14.99/Available: Spring 2010)

Want to go the distance in your next SUPER SOAKER water battle? Look no further than the NERF SUPER SOAKER RATTLER water blaster. With a reach of up to 25 feet, this pump action water blaster will drench your opponents in seconds. Featuring NERF's Tactical Rail System accessories, this customizable blaster allows players to be prepared for almost any faceoff. With its long lasting rapid fire blasts the NERF SUPER SOAKER RATTLER water blaster won't give your challenger a chance! Available in red and blue at most major toy retailers nationwide and on HasbroToyShop.com. Each sold separately.

NERF SUPER SOAKER SHOT BLAST Water Blaster

(Ages 6 years & up/Approximate Retail Price: \$19.99/ Available: Spring 2010)

The biggest and baddest blaster in the new collection, the NERF SUPER SOAKER SHOT BLAST water blaster can drench your opponents from up to 25 feet away. All you need is a single pump to unleash a huge blast of water and soak them all! The customizable NERF SUPER SOAKER SHOT BLAST water blaster is compatible with the Tactical Rail System accessories and features adjustable and removable shoulder stock for maximum customization. Available in red or blue at most major toy retailers nationwide and on HasbroToyShop.com. Each sold separately.

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