



April 3, 2012

FashionPlaytes and Hasbro Team Up to Launch MY LITTLE PONY Fashion Design Studio

Girls can create, wear and share original designs featuring dynamic play brand

BEVERLY, Mass.--(BUSINESS WIRE)-- FashionPlaytes, the leading online clothing design experience for girls ages 5 to 12, and Hasbro, Inc. today announced the launch of the MY LITTLE PONY Design Studio (www.fpgirl.com/mlp), an innovative e-commerce experience where girls can create their own fashions and have them produced to wear.



FashionPlaytes and Hasbro have teamed up, allowing young designers to create personal MY LITTLE PONY fashions. (Photo: Business Wire)

recognizable brand for our community to embrace. We've already had customers asking us when a MY LITTLE PONY studio was going to launch!"

The MY LITTLE PONY Design Studio includes a variety of customizable apparel and accessory options, including dresses, tops, bottoms and bags. Site users can create designs for their FashionPlaytes.com portfolio that can be purchased and shared with other designers on the site.

"As Hasbro's latest step into the user customization space, we look forward to seeing the FashionPlaytes design community welcome MY LITTLE PONY," said Simon Waters, Senior Vice President, Global Brand Licensing and Publishing at Hasbro. "The MY LITTLE PONY Design Studio helps to further deepen the immersive experience with one of our iconic brands, putting an inspired spin on how girls integrate MY LITTLE PONY into their individual lifestyles."

About FashionPlaytes

FashionPlaytes is the pioneer name in digital fashion design for tweens, offering a fully integrated platform that transforms creative ideas into wearable fashions. As a leading online environment for young fashion designers, FashionPlaytes empowers girls to create, share and wear original looks through its interactive design community at FashionPlaytes.com. Launched in 2009, FashionPlaytes is funded by a number of top-tier investors, including Fairhaven Capital, New Atlantic Ventures, Launch Capital and Golden Seeds.

The MY LITTLE PONY Design Studio is an extension of the FashionPlaytes and Hasbro relationship, and will further extend the MY LITTLE PONY brand into the world of fashion design. Since the opening by FashionPlaytes of the inaugural LITTLEST PET SHOP Design Studio in November 2011, girls have created over 115,000 designs. The addition of MY LITTLE PONY capitalizes on a growing trend toward customization and empowers girls to mix their favorite brands into their everyday wardrobes in a uniquely personalized way. Girls can combine embellishments with fashion-forward clothing to create truly one-of-a-kind pieces.

"We are extremely excited about extending our relationship with Hasbro to the MY LITTLE PONY brand, creating an even more compelling design experience for girls." said Sarah McIlroy, CEO of FashionPlaytes. "The MY LITTLE PONY brand is very popular with our designers, and brings another fun,

For more information, please visit www.fashionplaytes.com.

About Hasbro

[Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Company's Hasbro Studios develops and produces television programming for markets around the world. The Hub TV Network is part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), in the U.S. Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies." Learn more at www.hasbro.com.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50226634&lang=en>

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