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LITTLEST PET SHOP Continues to Ascend as Top Girls Licensing Brand in France and Breaks New Ground in Mexico

Hasbro Inks Licensing Deals in Established and Emerging Markets to Bring Trendy LITTLEST PET SHOP-Branded Products to Retail Shelves

LAS VEGAS, Jun 08, 2010 (BUSINESS WIRE) --The Entertainment & Licensing division of Hasbro, Inc. (NYSE: HAS), today announced that the global licensing program supporting the company's popular LITTLEST PET SHOP brand continues to gain strength worldwide, with ongoing momentum in France and increased market traction in Mexico. To date, more than 210 licensees have come onboard to create LITTLEST PET SHOP-branded products across every major licensing category.

"Just as the LITTLEST PET SHOP brand is one of the leading toy properties among tween girls worldwide, the expansive lifestyle licensing program continues to keep pace with that momentum," said Bryony Bouyer, Senior Vice President of Licensing for the Americas, at Hasbro. "An immersive LITTLEST PET SHOP brand experience is highly appealing to girls and today, they can shop for trendy LITTLEST PET SHOP tees from Los Angeles to Paris."

Currently ranked as the No. 1 toy property for girls in France, the LITTLEST PET SHOP licensing program has also steadily climbed over the past several years, achieving the same top ranking, with more than 40 licensees such as Panini, Hachette, Carel, Aventure Diffusion, Play Bac, Lexibook, and Electronic Arts Inc. leading the charge in key growth sectors including apparel, footwear, publishing, home décor, electronics, digital gaming and school supplies. Fueled by the overwhelmingly positive response from tween girls who simply cannot get enough of LITTLEST PET SHOP-branded products, retailers like Carrefour and Toys R Us have also played a key role in elevating the brand within the region through high profile, multi-category promotions and product placement in stores across the country.

"LITTLEST PET SHOP has proven to be one of those very rare and special properties that have incredible appeal and staying power in a market that is otherwise known to be fast-paced and fickle," said Beatrice Charpentier, Senior Licensing Director, Southern Europe at Hasbro. "The brand carries a strong loyalty rate among girls in France, so Hasbro returns that sentiment to its avid fan base by being extremely selective about the LITTLEST PET SHOP licensed products it brings to market, ensuring that they are relevant, creative, collectible, and high quality."

In addition to France, Hasbro is driving increased LITTLEST PET SHOP brand awareness and market penetration for its licensed goods in Mexico. Most recently, the company inked a deal with Liverpool, Mexico's largest chain of department stores, to create "store-in-store" displays of LITTLEST PET SHOP-branded inspirational products across major licensing categories such as apparel, publishing, digital gaming, and back-to-school seasonal from licensees including: Danman, Confecciones de la Moda, Operadora Ruz, Marmol, Editorial Norma, BICO INTERNATIONAL, Intek, and Electronic Arts Inc.

"We are thrilled to be working with Liverpool to bring compelling, quality LITTLEST PET SHOP-branded products to its 80 stores throughout Mexico," said David Aleman, Senior Licensing Manager of Mexico at Hasbro. "The success of the initial program has prompted the development of a more expansive footprint for the fall timeframe where we'll introduce an even wider array of licensed products that will be big hits among LITTLEST PET SHOP fans."

Additionally, highly successful Quick Service Restaurant (QSR) deals, which are being executed throughout 2010, have produced widespread LITTLEST PET SHOP brand awareness in the U.S., France, and Mexico.

Hasbro will showcase several LITTLEST PET SHOP-branded products being brought to market worldwide in 2010 at the International Licensing Expo in Las Vegas on June 8-10, 2010 in Hasbro Booth #4446.

About LITTLEST PET SHOP

The LITTLEST PET SHOP brand began as a line of collectible mini-dolls aimed at tween girls, age 7-9, and their zeal for

nurturing and collecting and is currently one of the fastest selling girls' toy brands. With more than 180 pets available to collect and cherish, girls simply can't get enough of these quirky, edgy and cute pals and the accompanying LITTLEST PET SHOP playsets and accessories that make the experience complete. Additionally, <http://www.littlestpetshop.com> has become one of Hasbro's top-performing brand Web sites with more than 1.8 million girls creating and tracking online pet collections. Since its re-launch in 2005, the LITTLEST PET SHOP brand has sold more than 325 million pets globally. It is also one of the hottest licensed lifestyle properties among young girls. The brand's global licensing program has more than 210 licensees across 20 major categories from apparel and accessories to publishing, digital gaming, electronics, and room décor.

About Hasbro

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2010 Hasbro, Inc. All Rights Reserved.

SOURCE: Hasbro, Inc.

Hasbro

Paula Walsh, 401-727-5669

pjwalsh@hasbro.com

or

Foghorn PR

Shelly Eckenroth, 717-852-7060

seckenroth@foghornpr.com

or

Mary Leddy, 508-872-3369

mleddy@foghornpr.com