



February 14, 2011

## **NERF Brand Sweeps Boy and Outdoor Toy of the Year Honors at Annual Toy Industry Association Awards Night**

NEW YORK, Feb 14, 2011 (BUSINESS WIRE) -- Hasbro, Inc.'s (NASDAQ:HAS) globally popular NERF brand had a blast at this past Saturday night's TOTY (Toy of the Year) Awards, winning two coveted awards at the Toy Industry Association's annual Toy Fair gathering.

Both the NERF SUPER SOAKER SHOT BLAST water blaster and NERF N-STRIKE STAMPEDE ECS blaster were chosen as "Best Outdoor Toy of the Year" and "Best Boy Toy of the Year", respectively.

"On behalf of NERF NATION, I am thrilled that both consumers and the industry have recognized the incredible innovation and unmatched performance of the NERF brand," said Eric Nyman, Global Brand Leader, Hasbro. "The NERF brand has enjoyed tremendous success at retail in recent years, and we are honored that two of our high performance products - the NERF N-STRIKE STAMPEDE ECS blaster and NERF SUPER SOAKER SHOT BLAST water blaster - have been awarded top honors in two very competitive categories."

The NERF N-STRIKE STAMPEDE ECS blaster is the first fully automatic NERF Clip System blaster to date. It features a new pop-out bipod, which doubles as a handle, and a removable shield allowing players to transition to Attack Mode. The NERF N-STRIKE STAMPEDE ECS blaster also comes complete with one six dart Clip and three extended Clips which hold 18 darts each, offering the highest Clip capacity from NERF yet. The NERF N-STRIKE ECS blaster is one of the most awesome and exciting N-STRIKE developments released in over 40 years of NERF brand history. Includes 60 Clip System darts. Requires six "D" batteries; not included. Recommended for ages 8 and up. Available at most major retailers nationwide and [HasbroToyShop.com](http://HasbroToyShop.com) for approximately \$49.99.

The NERF SUPER SOAKER SHOT BLAST water blaster can drench opponents from up to 25 feet away. All water warriors need is a single pump to unleash a huge blast of water and soak them all. In 2011 Hasbro will continue the innovation in water blaster performance and will offer an entire new lineup of NERF SUPER SOAKER water blasters. NERF NATION will enjoy new stylized design elements, unparalleled soaking capability, and groundbreaking rapid reload technology in new blasters such as the NERF SUPER SOAKER THUNDERSTORM water blaster.

For more updates and information on each of the NERF brand's five existing N-STRIKE, NERF SUPER SOAKER, DART TAG, SPORTS, and N-FORCE lines, visit [www.YouTube.com/Nerf](http://www.YouTube.com/Nerf), [www.Twitter.com/NerfNation](http://www.Twitter.com/NerfNation), or [www.Facebook.com/NerfNation](http://www.Facebook.com/NerfNation) and become a part of NERF NATION.

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