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Equip Your Kids for Halloween--and Beyond--with Hasbro Role-Play Toys

Hasbro's Masks and Accessories From This Year's Hottest Marvel Super Hero Movies Will Last Way Longer Than The Halloween Candy

PAWTUCKET, R.I. (October 1, 2012) —[Hasbro](#), Inc. (NASDAQ: HAS) offers parents a great way to make their dollars go further this Halloween season. With Hasbro's wide range of fun, high quality and modestly priced role-play masks and accessories from this year's hottest movies like *MARVEL'S THE AVENGERS* and *THE AMAZING SPIDER-MAN*, kids can pretend to be their favorite Marvel Super Hero on Halloween—and keep playing for months afterward.

Hasbro's role-play toys are affordable and will keep kids entertained long after the Halloween sugar rush is over. Several of the masks and accessories also feature electronic sound effects and voices and even firing projectiles, to turn the elements of a Halloween costume into a year-round play experience. With role-play toys ranging from masks, chest lights, gloves, helmets and more, the Hasbro line of Marvel toys help parents and kids accessorize the ultimate costume based on popular Super Heroes like IRON MAN, HULK, THOR or CAPTAIN AMERICA from *MARVEL'S THE AVENGERS* or SPIDER-MAN and THE LIZARD from *THE AMAZING SPIDER-MAN*.

"Halloween is one of the favorite times of year for a kid, but for parents the idea of spending a lot of money on a costume that gets worn once can be discouraging," said Jeff Jackson, vice president, Hasbro, Inc. "But Hasbro's role-play masks and accessories are great for year-round play *and* for adding to Halloween dress-up, offering tremendous value for parents and a great play experience for kids. Items like the HULK GAMMA GREEN SMASH FISTS and the AMAZING SPIDER-MAN HERO FX MASK will find great use on Halloween, and into next year and beyond—as long as kids want to pretend to be their favorite Marvel Super Heroes."

Hasbro's role-play items from [MARVEL'S THE AVENGERS](#) and [THE AMAZING SPIDER-MAN](#) include:

MASKS

THE AMAZING SPIDER-MAN HERO FX MASK

(Approximate Retail Price: \$19.99; Ages: 5 & up; Available: Now)

Kids can pretend to be their favorite web-slinger with this fun, electronic role-play mask! Based on SPIDER-MAN's latest look in this summer's film *THE AMAZING SPIDER-MAN*, the SPIDER-MAN HERO FX MASK features light up eyes and electronic sound effects and movie phrases! (Batteries not included.)

THE AMAZING SPIDER-MAN HERO MASK ASSORTMENT

(Approximate Retail Price: \$9.99; Ages: 5 & up; Available: Now)

Every good super hero needs a great mask! Kids can role-play as their favorite wall-crawler with this SPIDER-MAN mask based on this summer's film *THE AMAZING SPIDER-MAN*. Also available in the HERO MASK assortment is SPIDER-MAN's nefarious adversary, the LIZARD! (Each sold separately.)

MARVEL'S THE AVENGERS IRON MAN MISSION Mask

(Approximate Retail Price: \$19.99; Ages: 5 & up; Available: Now)

Kids can pretend to be their favorite armored AVENGER with this fun role-play mask! Based on IRON MAN's latest look in this summer's film *MARVEL'S THE AVENGERS*, the IRON MAN MISSION Mask features light up eyes and electronic sound effects and movie phrases! (Batteries included.)

MARVEL'S THE AVENGERS HERO MASK ASSORTMENT

(Approximate Retail Price: \$9.99; Ages: 5 & up; Available: Now)

The greatest assembly of super hero masks ever! Kids can pretend to be Earth's Mightiest Heroes with these masks based on this summer's film *MARVEL'S THE AVENGERS*. Choose from IRON MAN, HULK, THOR and CAPTAIN AMERICA! (Each sold separately.)

ACCESSORIES

THE AMAZING SPIDER-MAN HERO FX GLOVE

(Approximate Retail Price: \$12.99; Ages: 5 & up; Available: Now)

They won't let you stick to walls, but kids will feel just like SPIDER-MAN when they put on this fun electronic role-play glove! Sensors in the "web" shooting compartment will sense motion and respond with web shooting sound effects! (Batteries not included.)

THE AMAZING SPIDER-MAN SPIDER SENSE CHEST LIGHT

(Approximate Retail Price: \$6.99; Ages: 5 & up; Available: Now)

Show off your SPIDEY sense with this light-up role-play chest emblem! Based on SPIDER-MAN's symbol in this summer's film *THE AMAZING SPIDER-MAN*, the SPIDER SENSE CHEST LIGHT attaches easily to your child's t-shirt and features electronic lights and sound effects! (Batteries not included.)

MARVEL'S THE AVENGERS IRON MAN TRI-POWER REPULSOR

(Approximate Retail Price: \$14.99; Ages: 5 & up; Available: Now)

Armor up and have a blast! Worn on the wrist and palm, this projectile blaster is based on IRON MAN's latest MARK VII armor from this summer's film *MARVEL'S THE AVENGERS*, and features three great play patterns! It's a role-play version of IRON MAN's famous repulsor blasters, it features an electronic light-up repulsor pad with movie sound effects, and also comes with six darts which can be launched up to 20 feet! (Batteries not included.)

MARVEL'S THE AVENGERS HULK GAMMA GREEN SMASH FISTS

(Approximate Retail Price: \$19.99; Ages: 5 & up; Available: Now)

The popular "HULK hands" are back! Based on the incredible HULK's appearance in this summer's film *MARVEL'S THE AVENGERS*, the GAMMA GREEN SMASH FISTS are two soft foam-rubber wearable fists that let kids pretend to smash and crash just like THE HULK!

MARVEL'S THE AVENGERS CAPTAIN AMERICA TRIPLE BLAST SHIELD

(Approximate Retail Price: \$19.99; Ages: 5 & up; Available: Now)

CAPTAIN AMERICA'S iconic shield receives a 21st-Century upgrade for his new role in this summer's film *MARVEL'S THE AVENGERS*! The premiere item for every CAPTAIN AMERICA fan who wants to act out the adventure as their favorite super hero, the CAPTAIN AMERICA TRIPLE BLAST SHIELD can launch three darts up to 25 feet, and features a great ratchet effect with every pull of the trigger! Comes with 10 darts.

MARVEL'S THE AVENGERS THOR LIGHTNING HAMMER

(Approximate Retail Price: \$19.99; Ages: 5 & up; Available: Now)

Kids can now pretend to be their favorite Asgardian and summon the power of THOR with the THOR LIGHTNING HAMMER from Hasbro! This representation of THOR'S signature weapon is fully equipped with electronic battle sounds and a launching projectile. (Batteries included.)

MARVEL'S THE AVENGERS THOR FOAM HAMMER

(Approximate Retail Price: \$9.99; Ages: 5 & up; Available: Now)

Complete your look as THOR, the mighty AVENGER! The THOR FOAM HAMMER is crafted from soft, durable foam in a size that's great for smaller hands.

MARVEL'S THE AVENGERS CAPTAIN AMERICA FLYING SHIELD

(Approximate Retail Price: \$9.99; Ages: 5 & up; Available: Now)

Throw your shield, just like the leader of THE AVENGERS, with the CAPTAIN AMERICA THROWING SHIELD! This lightweight flying disc is great for play with friends, or when pretending to be CAPTAIN AMERICA!

MARVEL'S THE AVENGERS CHEST COMMUNICATOR ASSORTMENT

(Approximate Retail Price: \$6.99; Ages: 5 & up; Available: Now)

Get ready to assemble with these chest communicators! Each attaches easily to your t-shirt and features electronic lights and sound effects! Choose from IRON MAN or CAPTAIN AMERICA varieties. (Each sold separately. Batteries included.)

About Hasbro

[Hasbro, Inc.](#) (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 innovative, 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. Programming in the U.S. is distributed on The Hub TV Network, a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). 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" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.

About Marvel Entertainment

Marvel Entertainment, LLC, a wholly owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of over 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit www.marvel.com.

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