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## Hasbro Showcases Portfolio of Brands and Innovative New Play Experiences at the 110th American International Toy Fair

Premier Global Branded Play Company Highlights New Introductions from TRANSFORMERS, MY LITTLE PONY, PLAY-DOH, FURBY and More

NEW YORK--(BUSINESS WIRE)-- [Hasbro](#), Inc. (NASDAQ: HAS), home to many of the world's favorite entertainment and playtime brands, will celebrate new initiatives and product launches at the largest toy industry expo in the western hemisphere.



Hasbro showcases the new TRANSFORMERS CONSTRUCT-BOTS action figures at the American International Toy Fair in New York. CONSTRUCT-BOTS is the first ever line of TRANSFORMERS figures that kids can customize and convert. (Photo: Business Wire)

customize and convert.

For fans of the MY LITTLE PONY brand, a pop-culture phenomenon, more magical journeys of friendship and fun kick off at Toy Fair. Kids around the world will enjoy discovering the whimsical world of pony friends, watching their adventures unfold in the "[My Little Pony: Friendship is Magic](#)" animated series created by Hasbro Studios. Fans can immerse themselves in imaginative stories of their own with delightful MY LITTLE PONY toys inspired by the series seen in 180 countries, including a variety of ponies and playsets based on the introduction of the CRYSTAL EMPIRE and the upcoming coronation of PRINCESS TWILIGHT SPARKLE. With over 200 licensees for the brand globally, fans can also experience the MY LITTLE PONY fun across a wide variety of platforms including the MY LITTLE PONY app from Gameloft available on iTunes and Google Play as well as the new, wildly popular comic book series from IDW Publishing.

The innovation doesn't stop with TRANSFORMERS and MY LITTLE PONY as Hasbro prepares an exciting new introduction for

"Hasbro continues to deliver the best in branded play to consumers around the world with our unparalleled portfolio of multi-platform properties including [TRANSFORMERS](#), [MY LITTLE PONY](#) and [MONOPOLY](#)," said John Frascotti, chief marketing officer, Hasbro. "In 2013 Hasbro will offer a wide variety of new ways to experience our brands across multiple formats, making them available anytime and anywhere consumers want."

Featured in Hasbro's Toy Fair showcase is the highly anticipated launch of BEAST HUNTERS, the touchstone for the TRANSFORMERS brand entertainment in 2013 driven by the award winning "[Transformers Prime](#)" animated series. Produced by Hasbro Studios and seen by kids and fans in 182 countries around the world, the third season of the series finds the AUTOBOTS facing off against both the DECEPTICONS and unprecedented new foes: the dragon-like PREDACONS. The BEAST HUNTERS multi-platform IP and new PREDACON characters come to life across programming, digital games, publishing, new toys and more. At Toy Fair, Hasbro introduces a new, highly innovative way to experience TRANSFORMERS action figures with CONSTRUCT-BOTS, the first ever line of TRANSFORMERS figures that kids can

its classic [PLAY-DOH](#) compound. The iconic PLAY-DOH brand has been inspiring kids' creativity for generations and in 2013 Hasbro introduces a new compound to the line: PLAY-DOH PLUS, a soft and fluffy compound that allows for a new level of creative detail in PLAY-DOH play.

Highlights from Hasbro's innovative 2013 product showcase at the American International Toy Fair include:

### **ANGRY BIRDS™ STAR WARS® JENGA® RISE OF DARTH VADER™ GAME**

May the Force be with you as you battle the dark side in the new [ANGRY BIRDS STAR WARS](#) JENGA RISE OF DARTH VADER GAME. Slingshot your JEDI birds from the LIGHTSABER LAUNCHER to defeat DARTH VADER and the evil SITH LORDS and win the game! Players can also unlock ANGRY BIRDS STAR WARS in-app content with a special code in each pack. (Ages: 8 & up/Approx. Retail Price: \$29.99/Players: 1-2/Available: Fall 2013)

### **B-DAMAN BREAK BOMBER BATTLEFIELD Arena**

Players must master power, speed and precision to keep up with the frenetic marble shooting play in the B-DAMAN BREAK BOMBER BATTLEFIELD arena, featured prominently in the B-DAMAN Season 1 TV series. Players start on opposite sides as they shoot at the rows of blocks in the center of the arena. Blasting away yellow blocks reveal red blocks. The player that blasts three out of five red blocks into the opponents' territory wins. Set includes one deluxe target play set with 25 blocks, completely enclosed arena walls, two B-DAMAN figures, two B-DAMAN Wide Magazine Accessory pieces and 16 marbles. (Ages 6 & up/Approx. Retail Price: \$29.99/Available: Fall 2013)

### **BABY ALIVE REAL SURPRISES BABY Doll**

The adorable [BABY ALIVE](#) REAL SURPRISES BABY doll gives little kids the experience of taking care of their very own baby. Just like a real baby she can sometimes be a little picky about what she wants to eat. This baby shakes her head from side to side to let you know what she likes and what she doesn't! REAL SURPRISES BABY wets and soils and kids can use one of the included diapers for a quick change. (Ages: 3 & up/Approx. Retail Price: \$56.99/Available: Fall 2013)

### **BEYBLADE SHOGUN STEEL BEYWARRIOR Battlers and OCTAGON SHOWDOWN SET**

Hasbro's first ever figure-based battling system is inspired by the spirits in the new [BEYBLADE](#): SHOGUN STEEL series. Insert the ripcord into the battler, rev it up, and send it spinning into action to bring the intensity of SHOGUN STEEL to life. Each BEYWARRIOR battler is made of five pieces to allow for ultimate customization, including interchangeable arms and feature different spirits from the BEYBLADE: SHOGUN STEEL show. The intricately designed OCTAGON SHOWDOWN set arena allows battlers to spin, crash, and ricochet for optimal BEYWARRIOR battling! (Ages 8 & up; BEYWARRIOR Battlers Approx. Retail Price: \$9.99; OCTAGON SHOWDOWN SET: \$39.99/Available: Fall 2013; Each Sold Separately)

### **EASY-BAKE Ultimate Oven**

Chefs-in-training will love to gather with their friends to bake and decorate sweet and savory snacks in this oven which features a heating element similar to a conventional oven and that does not require a light bulb. Easy to use, the oven features a larger cooking chamber and big baking pans. This fall, to commemorate its 50<sup>th</sup> anniversary, the EASY-BAKE brand will release a new color scheme for the [EASY-BAKE](#) Ultimate Oven, a sleek silver, blue and black model. Adult participation and electricity required. (Ages: 8 & up/Approx. Retail Price: \$54.99/Available: Spring 2013)

### **FURBY PARTY ROCKERS**

Funky, wild and ready to shake things up, the PARTY ROCKERS friends are lively companions for any [FURBY](#). Rock these colorful creatures back and forth to put the FURBY PARTY ROCKERS in party mode, but be careful — the more they rock, the wilder they get! With an already formed personality, the FURBY PARTY ROCKERS will react to how they are treated, pull their tails and the FURBY PARTY ROCKERS might let out a laugh. The FURBY PARTY ROCKERS creatures will react to other PARTY ROCKERS and FURBY, by having a 'conversation' or singing a song together. The FURBY PARTY ROCKERS friends also respond to the free FURBY app, available for iOS and Android devices. Not all functions of the app. work with PARTY ROCKERS. Each sold separately. (Ages: 6 & up/Approx. Retail Price: \$24.99/Available: Spring 2013)

### **FURREAL FRIENDS CUDDLES, MY GIGGLY MONKEY Pet**

The [FURREAL FRIENDS](#) CUDDLES, MY GIGGLY MONKEY pet provides children the ultimate nurturing pet play experience with an animal they have always dreamed of owning! The CUDDLES, MY GIGGLY MONKEY pet will respond to many cherished play patterns, such as feeding, diaper changing, cuddling, tickling, swinging and rocking to sleep! The pet recognizes when she's being swung in the air, and will respond with lifelike laughter and silly monkey sounds. Tickle her tummy and this loveable monkey will burst into a fit of giggles. When it's bedtime for your baby monkey, rock her gently and the CUDDLES, MY GIGGLY MONKEY pet will start to snooze, and slowly close her eyes. (Ages: 4 & up/Approx. Retail Price: \$74.99/Available: Fall 2013)

### **G.I. JOE MOVIE NINJA COMMANDOS Action Figures**

Inspired by the *G.I. JOE: RETALIATION* movie hitting theaters on March 29th, 2013 in 3D, The [G.I. JOE](#) NINJA COMMANDO figures are 10-inch large-scale figures that feature quick-draw BATTLE-KATA and Ninja action. With the press of a button, figures magically "grab" weapons to arm themselves for battle. Figures also feature electronic sound effects and phrases. Choose from the iconic Ninja SNAKE EYES and BATTLE-KATA skilled ROADBLOCK. Figures sold separately. (Ages: 5 &

up/Approx. Retail Price: \$19.99/Available: 2/11/13)

### **KRE-O STAR TREK U.S.S. ENTERPRISE**

Explore the final frontier with the crew of the U.S.S. ENTERPRISE, the iconic ship from the upcoming *STAR TREK* movie from Paramount Pictures. Based on the ship featured in the film, the [KRE-O U.S.S. ENTERPRISE](#) is 18" long, includes a display stand, and is the first KRE-O set that actually lights up! Explore the lighted Bridge interior play area, glowing warp engines, and launch a projectile from a lighted photon torpedo. Kids and fans alike will be excited to find KREON figures representing KIRK, SPOCK, BONES and more in the ENTERPRISE set which includes five KREON figures and 540 brick pieces. (Ages 6 & up/Approx. Retail Price: \$69.99/Available: 2013)

### **LITTLEST PET SHOP Playset**

Kids will be delighted to act out favorite moments from the popular [LITTLEST PET SHOP](#) animated series with the actual LITTLEST PET SHOP playset! The two-story pet shop has a habitrail for the new ROLLEROOS pet friends to ride through and they can take a spin in the hamster wheel! For a double dose of fun, tweens can detach the front and back portions of the building to create two separate play spaces. (Ages 4 & up/Approx. Retail Price: \$29.99/Available: Fall 2013)

### **MAGIC JINN Game**

Think of an animal and leave the rest up to MAGIC JINN! Be amazed as MAGIC JINN guesses your thoughts in this new interactive guessing game. Listen to a series of questions from MAGIC JINN to which you answer yes, no, or I don't know. You may think you can stump MAGIC JINN, but he will magically try to guess the animal you are thinking of with his questions! MAGIC JINN is also available in an additional category of Food and Drink. Each sold separately. (Ages 6 & up/Players: 1+/Approx. Retail Price: \$19.99/Available: August 2013)

### **MARVEL IRON MAN 3 ASSEMBLERS Action Figure Assortment**

In 2013, kids and fans can recreate the excitement of the *IRON MAN 3* film with the buildable ASSEMBLERS action figure line. Each figure features an Interchangeable Armor System, allowing one figure to create more than 25 armor combinations and allowing armor to be switched out between the 16 available figures in the line to create 100's more combinations. Each figure sold separately. (Ages: 4 & up/Approx. Retail Price: \$9.99/Available: Spring 2013)

### **MY LITTLE PONY CRYSTAL PRINCESS PALACE Playset**

A princess needs her palace, and the MY LITTLE PONY CRYSTAL PRINCESS PALACE playset lets PRINCESS TWILIGHT SPARKLE live like royalty. The first floor opens up into a regal suite, complete with vanity and a closet for the new princess to store her royal accessories. Take a trot up the golden staircase and get a magical view of EQUESTRIA through the pretty pink telescope. The playset comes with an exclusive 3-inch PRINCESS TWILIGHT SPARKLE figurine and a treasure chest that comes chock full of accessories, including barrettes, rings, and even a golden crown. (Ages: 3 & up/Approx. Retail Price \$24.99/Available: Fall 2013)

### **NERF N-SPORTS CYBERHOOP Set**

Shoot. Score. Share! The [NERF N-SPORTS CYBERHOOP](#) set lets players turn any room into a virtual stadium and challenge themselves or friends to a basketball showdown. To begin play, kids simply download the free CYBERHOOP app on to their iDevice then select from one of five basketball challenges to start shooting hoops! The CYBERHOOP set transmits players' scores to the smart device and the app provides exciting commentary, tracks game stats and captures games on video. Players can share their coolest shots from each game in an epic highlight reel or even play virtually with friends online via the app. The CYBERHOOP app will be available for free download exclusively at the App Store<sup>SM</sup> and is compatible with the iPhone 4, iPhone 4S, iPhone 5, iPad (2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> generation), iPad mini, and the iPod Touch (4<sup>th</sup> and 5<sup>th</sup> Generation). (Ages: 8 & up/Approx. Retail Price: \$19.99/Available: Fall 2013)

### **PLAY-DOH PERFECT TWIST ICE CREAM PARLOR Playset**

Swirl up some fun and create PLAY-DOH PLUS soft serve ice cream treats with the PERFECT TWIST ICE CREAM PARLOR playset! With a twist of two new vibrant PLAY-DOH PLUS colors, the magical SWIRLER enhances sweet shoppe play and creates the most realistic looking soft serve ice cream cones yet! Kids can then sprinkle on some colorful PLAY-DOH toppings to decorate their very own cone with the Rainbow Sprinkle Crank & Cone dispenser. (Ages: 3 & up/Approx. Retail Price: \$19.99/Available: Fall 13)

### **STAR WARS® ANAKIN TO DARTH VADER™ ACTION FIGURE**

Hasbro introduces a breakthrough action figure innovation to celebrate the DARTH VADER character with the [STAR WARS ANAKIN TO DARTH VADER](#) figure. Standing at 13-inches tall, this figure changes from ANAKIN SKYWALKER to DARTH VADER by attaching the helmet and armor, and includes iconic phrases, sound effects, and a LIGHTSABER that changes from blue to red. (Ages: 4 & up/Approx. Retail Price: \$24.99; Available: Fall 2013)

### **TRANSFORMERS CONSTRUCT-BOTS ELITE Action Figure Assortment**

Build YOUR Bot! Each TRANSFORMERS CONSTRUCT-BOTS ELITE action figure includes a robot frame and lots of armor, weapons and accessory parts (50-55 pieces) so kids can construct, customize and convert favorite TRANSFORMERS characters—each figure can convert from robot to vehicle and back without taking it apart! Plus, all the parts are

interchangeable between all TRANSFORMERS CONSTRUCT-BOTS figures (each sold separately), so there's almost no limit to what kids can create. Kids can also store their figures in the included re-sealable case. Choose from 10 characters like WHEELJACK and SOUNDWAVE, each sold separately. (Ages: 6 & up/Approx. retail price: \$14.99/Available: August 2013)

#### **TRANSFORMERS PRIME BEAST HUNTERS VOYAGER CLASS Assortment**

The leaders of the AUTOBOTS and PREDACONS face off in these large-scale action figures. Based on the third season of Hasbro Studios' hit animated series *TRANSFORMERS PRIME*, OPTIMUS PRIME and PREDAKING each feature a powerful weapon, and OPTIMUS PRIME boasts his new BEAST HUNTERS look. There are six figures in the assortment; each includes multiple weapons and accessories. Each sold separately. (Ages: 5 & up/Approx. Retail Price: \$19.99/ Available: February 2013)

#### **TWISTER RAVE DANCE Game**

The [TWISTER](#) RAVE DANCE game brings the fun with today's hottest music, great speakers and LED lights that shine to create your very own dance floor. Kids will love learning dances and showing off their moves to songs from popular artists, or they can plug their own mp3 players into the console, turning virtually any song into a dance song! The party never ends as players continue to learn new dances by following the lights and moving to the beat on the iconic TWISTER spots in head-to-head or freestyle play. (Ages: 8 & up/Players: 1-2/Approx. Retail Price: \$34.99/Available: Fall 2013)

#### **World Series of YAHTZEE Game**

Rock the roll with the new World Series of [YAHTZEE](#) game. It's a fast-paced, casino-inspired face-to-face dice showdown where everyone rolls together and tries to match their dice to the YAHTZEE combination cards on the board. Roll fast to try and get the highest score and be the first to lock-in and start the electronic timer. When everyone has stopped rolling, grab your card for points. Highest score at the end of the game wins! Do you have what it takes to win World Series of YAHTZEE? (Ages: 8 & up; Players: 2-4/Approx. Retail Price: \$19.99/ Available: March 2013)

#### **About Hasbro**

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF, LITTLEST PET SHOP and G.I. JOE. 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 play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 170 markets around the world, and for the U.S. on The Hub TV Network, part of 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](http://www.hasbro.com).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130207006008/en/>

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