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It's NERF or Nothin'! Hasbro's Iconic NERF Brand Celebrates Its 40th Anniversary

NERF to be a Sponsor of the 2009 Dew Tour and Activate NERF DART TAG World Championship in Festival Village

PAWTUCKET, R.I.--(BUSINESS WIRE)--Feb. 13, 2009-- Whether it's partnering with some of the most notable athletes of the day or bringing a no-holds barred blaster experience to the video game environment, Hasbro, Inc.'s (NYSE: HAS) NERF brand continues to redefine both the sports and toy world. In 2009, the NERF brand will celebrate 40 years of incredible growth; from simple beginnings as an orange foam ball, NERF now encompasses an intense product lineup and impressive athletic alliances.

The NERF Brand continues looking forward by signing on as a sponsor of the 2009 Dew Tour, the world's premier season-long action sports tour. As part of the Dew Tour's award-winning Festival Village, the first NERF DART TAG World Championship will offer fans and consumers an alternative competitive sporting environment unique to NERF. More details to come on how Dew Tour and NERF fans can enter and compete in the NERF DART TAG World Championship.

"After 40 incredible years, we're extremely proud to call NERF one of the most iconic sports brands in history and the #1 toy brand for boys ages 8-12," said Jonathan Berkowitz, Global Brand Director for NERF at Hasbro. "As we enter our 40th year, we see the NERF DART TAG World Championship and our sponsorship of the Dew Tour as a great milestone in the brand's history, strengthening our presence in both the classic and next-generation sports arenas as well as encouraging players and enthusiasts to raise awareness of the sport of DART TAG."

The NERF brand joins a blue-chip roster of sponsors that include Mountain Dew, Wendy's, Toyota, PlayStation, and others for the 2009 Dew Tour season. The Dew Tour is the world's premier season-long action sports tour, featuring skateboarding, BMX, and freestyle motocross.

From the front yard to the football field, college to the cubicle, NERF has become a lifestyle brand, reminding people to take a timeout for fun. New additions to the NERF family, like NERF's new N-FORCE line featuring performance-based N-FORCE Swords, and the establishment of the NERF DART TAG World Championship, unite with an awesome and innovative collection of customizable N-STRIKE blasters, far-flying footballs and fun basketball sets to herald NERF's 40th year of indulging people's playful, active side.

As NERF celebrates its 40th anniversary, step off the sideline and get in the game with a strong, new NERF lineup as intense as you are.

The 2009 DART TAG collection includes:

NERF DART TAG FURYFIRE 2-Player Set

(Ages 8 years & up/Approximate Retail Price: \$39.99/Available: Fall 09)

Gear up and go with the new NERF DART TAG FURYFIRE 2-Player Set. Complete with two new rapid-fire FURYFIRE blasters featuring auto-advance barrels that hold ten darts, two redesigned scoring vests, two sets of VISION GEAR eyewear and 20 DART TAG DARTS, the NERF DART TAG FURYFIRE 2-Player Set inspires engaging, energetic team play. Each set includes one green and one orange blaster; gather a group and divide teams by color to create an extreme NERF DART TAG environment. No batteries required. Each set sold separately.

NERF DART TAG CAPTURE THE FLAG Set

(Ages 8 years & up/Approximate Retail Price: \$34.99/Available: Fall 09)

You'll have to use your stealth and speed to win NERF's adrenaline-pumping twist on capture the flag. Complete with two redesigned scoring vests, two STORMFIRE blasters, six DART TAG DARTS and a new Electronic Flag, the NERF DART TAG CAPTURE THE FLAG Set offers an advanced way to enjoy classic DART TAG action. The Electronic Flag features flashing lights, sounds and motion sensors and includes three built-in game modes: Battle your opponents to see who can capture the Flag and not get tagged! Or race to "seek" and "disarm" the Flag with challenging five and fifteen-minute timed modes. Requires two "AA" batteries; not included. Each set sold separately.

NERF DART TAG Targeting Set

(Ages 8 years & up/Approximate Retail Price: \$14.99/Available: Fall 09)

Build the skills to stay cool and calm when caught in the middle of high-energy NERF battles with the new NERF DART TAG Targeting Set. Bring the DART TAG experience indoors and perfect your game by standing the target on various surfaces or attaching it to the back of your door. Complete with one blaster, one set of VISION GEAR eyewear and three DART TAG DARTS, the NERF DART TAG Targeting Set is a great way to improve your accuracy and impress your teammates. No batteries required. Each set sold separately.

The new 2009 N-FORCE collection includes:

NERF N-FORCE Swords

(Ages 6 years & up/Approximate Retail Price: \$9.99/Available: Spring 09)

Master your hand-to-hand battle skills with the first introductions in the NERF N-FORCE line. Standing 32 inches in length, the flexible, durable, foam N-FORCE Swords are unlike any NERF product before them. The NERF N-FORCE Swords are available in blue and yellow at most major toy retailers nationwide. Each sold separately.

The 2009 N-STRIKE collection includes:

NERF N-STRIKE RAIDER RAPID FIRE CS 35 blaster

(Ages 6 years & up/Approx. Retail Price: \$34.99/Available: Fall 09)

Get ready for the highest dart capacity NERF blaster yet! The NERF N-STRIKE RAIDER RAPID FIRE CS 35 blaster is the next big thing from NERF's popular N-STRIKE line of dart blasters and features a collapsible stock and new drum magazine that holds 35 darts and is interchangeable with the NERF N-STRIKE RECON CS-6 blaster and NERF N-STRIKE LONGSHOT CS-6 blaster. By holding the trigger and pumping, players can instantly transition between "single" fire and "slam" fire mode, unleashing a rapid stream of 35 darts. Complete with a removable shoulder stock and Tactical Rail System allowing players to customize their blaster for each mission, the NERF N-STRIKE RAIDER RAPID FIRE CS 35 blaster also features a cool "digital camo" pattern unlike any NERF blaster before it. No batteries required.

The 2009 NERF TOY SPORT collection includes:

NERF NFL VORTEX HOWLER Football

(Ages 5 years & up/Approx. Retail Price: \$9.99/Available: Fall 09)

Tell your receiver to get ready to run with the NERF NFL VORTEX HOWLER football, the farthest flying footballs! Allowing for ultimate performance, a three-fin tail provides long distance aerodynamics and finger grips help you get a solid grasp on your game. As you watch your pass sail through the air, the cool whistling sound will let everyone know your team is on its way to a touchdown. VORTEX – THE FARTHEST FLYING FOOTBALLS! Choose from the Green Bay Packers, the New York Giants, the Pittsburgh Steelers, the Dallas Cowboys, the New England Patriots or the Indianapolis Colts. Each sold separately.

NERF NFL POCKET VORTEX Football

(Ages 5 years & up/Approx. Retail Price: \$3.99/Available: Fall 09)

For casual game play anytime, anywhere pull out the NERF NFL POCKET VORTEX football. This mini version of the classic NERF VORTEX is perfect for a pickup game with friends, featuring the same three-fin tail and NFL styling as the NERF NFL VORTEX HOWLER football. VORTEX – THE FARTHEST FLYING FOOTBALLS! Choose from the Green Bay Packers, the New York Giants, the Pittsburgh Steelers, the Dallas Cowboys, the New England Patriots or the Indianapolis Colts. Each sold

separately.

NERF WALL TO WALL Basketball Set

(Ages 4 years & up/Approx. Retail Price: \$9.99/Available: Spring 09)

It's a slam dunk! The NERF WALL TO WALL basketball set transforms any room into a basketball court. For the first time since 1971, take NERFOOP from the back of your door and stick it almost anywhere on your wall. Players can enjoy home court advantage as they position the NERFOOP backboards anywhere they like using 3M Command Strip adhesives and then tipoff to shoot some hoops with friends. The set comes complete with two wall adhesive NERFOOP backboards and one NERF mini basketball.

NERF NCAA MARCH MADNESS WALL TO WALL Basketball Set

(Ages 4 years & up/Approx. Retail Price: \$9.99/Available: Spring 09)

Bring on-court action to any room and keep track of the NCAA Tournament at the same time with the NERF NCAA MARCH MADNESS WALL TO WALL basketball set. NCAA brackets located on one of the NERFOOP backboards let you check out your favorite NCAA team's advancements while you challenge your friends and family to a game of your own. For the first time since 1971, take NERFOOP from the back of your door and stick it almost anywhere on your wall. Players can enjoy home court advantage as they position the NERFOOP backboards anywhere they like using 3M Command Strip adhesives and then tipoff to shoot some hoops with friends. The set comes complete with two wall adhesive NERFOOP backboards and one NERF mini basketball.

NERF NBA NERFOOP 3 Point Shootout Set

(Ages 4 years & up/Approx. Retail Price: \$9.99/Available: Fall 09)

Now you can bring NBA All-Star Game action to your own room with NERF's NBA NERFOOP 3 Point Shootout Set. Show off your skills and best basketball-sinking shots as you compete against your friends and the clock in this competition of accuracy and speed. Score the most points in a minute and you'll earn the title of 3 point shootout champ! Includes one NBA branded NERFOOP backboard and three NERF basketballs.

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