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Hasbro's Popular FURREAL FRIENDS Brand Celebrates Ten Years of Making Girls Smile with Its Realistic Pets and Nurturing Play

Beloved Brand Commemorates a Decade of Magical Play Experiences with Introduction of BABY BUTTERSCOTCH, MY MAGICAL SHOW PONY Pet and Launch of DIZZY DANCERS Segment

PAWTUCKET, R.I.--(BUSINESS WIRE)-- In 2012, the FURREAL FRIENDS brand from [Hasbro, Inc.](http://Hasbro.Inc) (NASDAQ: HAS) celebrates ten years of bringing the animal kingdom to life with realistic plush electronic toys that provide nurturing animal experiences. Since its 2002 debut, the esteemed brand has introduced a menagerie of loveable pets that 'come to life' and allow for magical play experiences that inspire and excite kids' imaginations. This year, the [FURREAL FRIENDS](#) brand continues to deliver pet play in every way as it builds its impressive product line up with the introduction of the BABY BUTTERSCOTCH, MY MAGICAL SHOW PONY pet and the introduction of the [DIZZY DANCERS](#) line of twirling, spinning pets!



The FURREAL FRIENDS brand introduces the BABY BUTTERSCOTCH, MY MAGICAL SHOW PONY pet, a miniature filly that features the most advanced technology of any FURREAL FRIENDS pet to date. (Photo: Business Wire)

are more than 50 DIZZY DANCERS characters to collect this year, and girls can interchange the top and bottom of any pet to create a custom DIZZY DANCERS collection of her own. New products in the FURREAL FRIENDS line up also include cuddly additions to the collectible SNUGGIMALS segment and additional realistic pets such as the FURREAL FRIENDS HOP 'N CUDDLE bunnies and the FURREAL FRIENDS BOUNCY, MY HAPPY TO SEE ME PUP pet.

"Since its inception ten years ago, the FURREAL FRIENDS brand has been synonymous with innovative animatronic pet play. The FURREAL FRIENDS products have remained popular with kids due to the realistic animal experience each pet provides," said Jerry Perez, Senior Vice President and Global Brand Leader, Hasbro Girls. "The brand began with a lifelike cat ten years ago and has now grown into a global phenomenon with more than 260 breeds of animals and 61 million pets sold in 74 countries since 2004. From collectable SNUGGIMALS pets to realistic bunnies, lion cubs and dogs, the FURREAL FRIENDS brand offers a pet to fit every kid's personality."

In conjunction with the tenth anniversary, the FURREAL FRIENDS brand will welcome a new pony to the family — BABY BUTTERSCOTCH, MY MAGICAL SHOW PONY pet, a miniature filly that features the most advanced technology of any FURREAL FRIENDS pet to date. In the spring, FURREAL FRIENDS will introduce a new way for girls to play with the launch of the DIZZY DANCERS line of twirling, spinning pets. Girls can spin these silly pets in unexpected places— on a coffee table, in the palm of their hand, even on a pen top. There

The brand debuted in fall 2002 with the launch of the FURREAL FRIENDS cat and has been a category leader since. One of the first animatronic products that looked and acted just like a 'real' pet, the FURREAL FRIENDS cat was revolutionary. It impressed kids and adults alike, exhibiting mannerisms similar to an actual cat including purring when petted and hissing when its tail was pulled. It also offered girls the opportunity to nurture and care for a pet while creating a loving relationship. In the

years following, the FURREAL FRIENDS brand continued to bring pets to life like never before.

In 2006, Hasbro introduced the instantly popular FURREAL FRIENDS BUTTERSCOTCH PONY pet, a classic 'dream toy' for girls - a virtually real pony that girls could love and care for. It became one of the biggest hits of the 2006 holiday season. The magic of the esteemed BUTTERSCOTCH PONY returns this year with the newest darling in the FURREAL FRIENDS family, BABY BUTTERSCOTCH, MY MAGICAL SHOW PONY pet. SQUAWKERS MCCAWE the FURREAL FRIENDS parrot followed in 2007 and gave girls the opportunity to interact with a colorful talking parrot while FURREAL FRIENDS BISCUIT, MY LOVIN' PUP pet, one of the most talked about toys of 2008, was a life-size golden retriever that really responded to its owners' commands. In 2010 GOGO, MY WALKIN' PUP pet let girls take their adorable pup on a walk to show off to all her friends.

For further information on the FURREAL FRIENDS brand visit www.furrealfriends.com.

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, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of 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 Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is www.hubworld.com. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2012 Hasbro, Inc. All Rights Reserved.

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Litzky Public Relations
Marni Bahniuk/Kaylie Nelson, 201-222-9118
mbahniuk@litzkypr.com
knelson@litzkypr.com
or
Hasbro Brand Publicity
Nicole Agnello, 401-727-5947
nagnello@hasbro.com

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