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Hasbro and Gramercy Announce the Launch of a Breakout Line for NERF DOG Including Toys, Agility and Training Items for Consumers' Loyal Sidekicks

LAS VEGAS--(BUSINESS WIRE)-- [Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS), today announced a strategic licensing program with Gramercy Products, Inc. to launch NERF DOG, a full range of NERF-inspired canine retrieving toys. The high-performance, tough and durable line will launch at Walmart stores throughout the U.S. beginning this summer followed by pet specialty stores in fall 2013.

"NERF DOG is a great example of Hasbro's strategic approach to marrying the sports action category with key brands like NERF," said Simon Waters, Senior Vice President, Global Brand Licensing & Publishing at Hasbro. "The new NERF DOG line will perfectly translate the DNA of the NERF brand into a fresh breakout line that encapsulates the inner drive shared both by dogs and their owners to engage in over-the-top active play. It promises to be quite fun for all."

The overall pet industry is expected to reach \$55.53 billion in U.S. sales in 2013, according to the American Pet Products Association. The organization's 2011-2012 bi-annual pet owners survey also reports that 46.3 percent of U.S. households own a dog.

The NERF DOG retrieving toys include an optimized design and function by introducing special materials to the product line, for example, extra tough NYLON construction and stitching that is three times stronger than what is typically included on standard dog toys. The long distance ball thrower will stand up to the NERF name by achieving a distance of up to 250 feet. The NERF DOG play range will include rubber, plastic, NYLON and Thermo Plastic Rubber (TPR) toys at an array of price points ranging from \$5 to \$15.

About Gramercy Products

Based in Secaucus, NJ, Gramercy Products, Inc. is a leading consumer product design and manufacturing firm. The company's products can be found worldwide, in specialty, drug, grocery, online and mass retailers.

About Hasbro

[Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. 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 Hub 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.

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Editors' Note: Market data source, American Pet Products Association, <http://www.americanpetproducts.org/>

Hasbro
Pat Jarret, 401-727-5896
or
Foghorn PR
Shelly Eckenroth, 717-852-7060
or
Foghorn PR
Mary Leddy, 508-872-3369

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