



June 9, 2008

## **American Gladiators Armed for THE INCREDIBLE HULK Battle with Hasbro's "HULK SMASH HANDS"**

PAWTUCKET, R.I.--(BUSINESS WIRE)--June 9, 2008--As if their size isn't intimidating enough, the gladiators up the ante on the June 9 episode of NBC's American Gladiators by donning Hasbro's (NYSE:HAS) new huge green "HULK SMASH HANDS," it was announced today. The promotion is part of a special "THE INCREDIBLE HULK"-themed episode of American Gladiators that airs tonight from 8-9:00 p.m. E.T. The show promotes the launch of Universal Pictures and Marvel Studios' new action-thriller THE INCREDIBLE HULK, which smashes into theaters on Friday, June 13.

Featured on the program are the popular HULK SMASH HANDS, which contain sound effects -- such as growls, wall crashes and a warning to enemies to avoid making you angry -- that activate when the fists bash into anything. Gladiators and in-studio audience members alike will "Hulk Out" by wearing the HULK SMASH HANDS and channeling their inner big green Super Hero. The HULK SMASH HANDS are already at stores across the country and have an approximate retail price of \$19.99.

Viewers of the June 9 program will also get a very special sneak peek of the new HULK MEGA HANDS -- which hit store shelves nationwide in October 2008. The HULK MEGA HANDS, which measure an outrageous 15 inches high, 21 inches wide and 9 inches long, are the ultimate over-the-top accessory for children -- and young-at-heart adults -- wanting to role-play as the strongest Super Hero in the universe. Simply slip on the oversized hands and dare anyone to make you angry.

Hands down the largest HULK role-playing fists ever created, the HULK MEGA HANDS are worn by American Gladiators' Titan and Justice as they pummel contestants during the "Gauntlet" competition.

While HULK MEGA HANDS won't arrive in stores until fall (approximate retail price: \$39.99), fans attending San Diego Comic-Con in late July can see them for the first time in person at the Hasbro booth.

### About The Incredible Hulk

THE INCREDIBLE HULK kicks off an all-new, explosive and action-packed epic of one of the most popular Super Heroes of all time. In the film, scientist Bruce Banner (Edward Norton) desperately hunts for a cure to the gamma radiation that poisoned his cells and unleashes the unbridled force of rage within him: The Hulk.

Living in the shadows--cut off from a life he knew and the woman he loves, Betty Ross (Liv Tyler)--Banner struggles to avoid the obsessive pursuit of his nemesis, General Thunderbolt Ross (William Hurt), and the military machinery that seeks to capture him and brutally exploit his power.

As all three grapple with the secrets that led to The Hulk's creation, they are confronted with a monstrous new adversary known as The Abomination, whose destructive strength exceeds even The Hulk's own. And on June 13, 2008, one scientist must make an agonizing final choice: accept a peaceful life as Bruce Banner or find heroism in the creature he holds inside--THE INCREDIBLE HULK.

### About Marvel Entertainment, Inc.

With a library of over 5,000 characters built over more than sixty years of comic book publishing, Marvel Entertainment, Inc. is one of the world's most prominent character-based entertainment companies. Marvel utilizes its character franchises in licensing, entertainment (via Marvel Studios) and publishing (via Marvel Comics), with emphasis on feature films, DVD, consumer products, video games, action figures and role-playing toys, television and promotions. Marvel's strategy is to leverage its franchises in a growing array of opportunities around the world. For more information visit [www.marvel.com](http://www.marvel.com).

### About HASBRO

Hasbro (NYSE:HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER, CRANIUM and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world. © 2008 Hasbro, Inc. All Rights Reserved.

#### About American Gladiators

Hulk Hogan ("Hogan Knows Best") and Laila Ali ("Dancing with the Stars") host "American Gladiators," the iconic competition series, with a fresh modern reinvention for the 21st century. The show features new events and new gladiators in a new state-of-the-art Gladiator Arena. Using splashy twists including special effects, water skills and the latest technology, the classic Gladiator games have been upgraded with even higher thrills, impact, energy and spectacle.

"American Gladiators" is produced by MGM Television (the original producers of the show) and Reveille (NBC's "The Office" and "The Biggest Loser," "Nashville Star," "Ugly Betty"). Reveille's Mark Koops, Howard T. Owens and David A. Hurwitz ("Fear Factor") are the executive producers alongside Flor-Jon Films Inc.'s Johnny Ferraro, original series creator.

CONTACT: Hasbro  
Mark Newman, 212-679-6600  
or  
Dan Benkwitt, 401-727-5318

SOURCE: Hasbro