



FURREAL FRIENDS 2015 PRODUCT DESCRIPTIONS

Hasbro's FURREAL FRIENDS brand offers a menagerie of best friends that bring pet play experiences to kids through a variety of loveable animals! From animal sounds to lifelike movements, children will be amazed by the ways their FURREAL FRIENDS pets respond to their touch. From silly, laugh-out-loud fun with the LIL' BIG PAWS pets and HAPPY TO SEE ME PETS lineup, to J.J., MY JUMPIN' PUG pet, the FURREAL FRIENDS brand truly delivers pet play. The brand continues to fuel children's imaginations this fall with the introduction of FURREAL FRIENDS STARLILY, MY MAGICAL UNICORN pet, the first interactive toy unicorn. This enchanting creature is sure to leave children in awe with its reactions to motion and sound, magical light up horn and beautiful wings that unfold and flutter!

New FURREAL FRIENDS products for Spring 2015 include:

FURREAL FRIENDS HAPPY TO SEE ME PETS Assortment

(Ages 4 years & up/Approx. Retail Price: \$24.99/Available: Spring 2015)

There's nothing quite like your child's excitement when they play with their pets, and the FURREAL FRIENDS HAPPY TO SEE ME PETS can't wait to play! Your child can stroke PIPER, MY DANCING PENGUIN pet and watch her move as she waddles and flaps her wings, while making happy baby penguin sounds! In the fall, FURREAL FRIENDS will introduce ROXIE, MY BEATBOXIN' FOX pet. She chases her tail and makes beatboxing sounds! Each sold separately. Requires 3 "AA" batteries, not included. Available at most major toy retailers nationwide and on HasbroToyShop.com.

FURREAL FRIENDS PETS WITH STYLE Assortment

(Ages 4 years & up/Approx. Retail Price: \$19.99/Available: Spring 2015)

Meet the PETS WITH STYLE assortment, the most fashion forward companions to join the FURREAL FRIENDS family. Your child can play dress up with DESIGN N' STYLE PRINCESS PUP pet with her chic color reveal dress, charming water wand, regal tiara and a collar that is also a bracelet for the girl. Your child can take GROOM 'N STYLE PRINCESS PUP pet to the dog park runway, to show-off her adorable tiara and barrettes and pretty plug-in jewels. Your child can also turn her bow for short hair or pull her hair to make it longer. This fall the brand will introduce ROCK 'N STYLE PRINCESS KITTY cat, a feline fashionista with sassy shades and light up collar. She also comes with a fun hair extension for the girl. Each animal in the PETS WITH STYLE line comes with six colorful plug-in jewels. Each pet sold separately. Requires 2 "AAA" batteries, not included. Available at most major toy retailers nationwide and on HasbroToyShop.com.

FURREAL FRIENDS LIL' BIG PAWS Assortment

(Ages 4 years & up/Approx. Retail Price: \$14.99/Available: Spring 2015)

Your child can celebrate adorable, laugh-out-loud pet moments with the FURREAL FRIENDS LIL' BIG PAWS assortment. Each pet in this fun-filled line has its own unique and hilarious interactive play feature. Kids can choose from PEEK-A-BOO DAISY pet, a curious kitty that plays peek-a-boo, DJ HOWLER pet, a rambunctious husky puppy that howls, and TUG 'N LUV BOUNCY pet, an energetic puppy that can't wait until you play tug of war with her. Additional pets will be introduced in the fall including TREAT TIME FRANKIE pet, a French bulldog pup with a taste for sweets and SNEEZY KIKI KOALA pet, an adorable friend from down under with a cold. Each pet comes complete with its very own feeding accessory. Each sold separately. Requires 2 "AA" batteries, not included. Available at most major toy retailers nationwide and on HasbroToyShop.com.

FURREAL FRIENDS LUVIMALS Assortment

(Ages 4 years & up/Approx. Retail Price: \$9.99/Available: Spring 2015)

FURREAL FRIENDS LUVIMALS assortment are palm-size pets that can harmonize. Perfect for on-the-go pet fun, kids can choose from SWEET SINGIN' BUNNY, SWEET SINGIN' KITTEN and SWEET SINGIN' PUPPY pets. Press the LUVIMALS pets' back and the adorable animals will respond with movement and sweet sounds. Bring two or more pets together and they can harmonize! Three new LUVIMALS pets will be introduced in the fall including SWEET SINGIN' BISCUIT, SWEET SINGIN' BEAR and SWEET SINGIN' PIG pets. Each sold separately. Includes 2 X LR44/A76demo batteries. 2 X LR44/A76replacement batteries required. Available at most major toy retailers nationwide and on HasbroToyShop.com.

New FURREAL FRIENDS products for Fall 2015 include:

FURREAL FRIENDS STARLILY, MY MAGICAL UNICORN

(Ages 4 years & up/Approx. Retail Price: \$119.99/Available: Fall 2015)

FURREAL FRIENDS turns an ordinary friendship extraordinary with the introduction of STARLILY, MY MAGICAL UNICORN pet, the first interactive toy unicorn in the FURREAL FRIENDS line. STARLILY features 100-plus sound and motion combinations; the more your child plays with her, the more she can respond – she even moves her head, and opens and closes her eyes! The sensors around her face and on her horn allow STARLILY to respond to your child's loving touch. Her long silky hair can be styled, braided and combed in many ways for fun-filled grooming play. And when your child feeds STARLILY her special sugarberry treat, this adorable pet opens and closes her mouth and makes happy eating sounds. With fluttering wings and a horn that lights up with multiple colors to communicate how she's feeling, STARLILY is a magical dream come true. Your child can pose the pet to sit, stand, or lie down. She can even move her front hoof! Playing with the STARLILY, MY MAGICAL UNICORN PET app (download required) allows girls to become closer friends with StarLily and visit her enchanted forest home; the more girls play with the app, the more they can "grow" their pet's power and win collectibles, making her forest world even more magical! This is one pet that just can't be missed! Requires 4 "C" batteries, not included. Available at most major toy retailers nationwide and on HasbroToyShop.com.

FURREAL FRIENDS J.J. MY JUMPIN' PUG Pet

(Ages 4 years & up/Approx. Retail Price: \$39.99/Available: Fall 2015)

Sweet, funny and full of excitement, J.J. MY JUMPIN' PUG pet is an energetic addition to the FURREAL FRIENDS line. J.J. can jump up on its hind legs with excitement when your child waves at him. This fun puppy pug playmate can make your child giggle with his adorable head moves and funny puppy sounds. If J.J. gets too excited, your child can pet his head to calm him down. Includes 2 "AA" demo batteries. 2 "AA" replacement batteries required. Available at most major toy retailers nationwide and on HasbroToyShop.com.

Refreshed FURREAL FRIENDS products for 2015 include:

FURREAL FRIENDS CUDDLES, MY GIGGLY MONKEY Pet

(Ages 4 years & up/Approx. Retail Price: \$74.99/Available: Spring 2015)

The FURREAL FRIENDS CUDDLES, MY GIGGLY MONKEY pet is lifelike and engaging, and children will be delighted and entertained. She has 100+ responses ranging from laugh out loud silly to super sweet. CUDDLES, MY GIGGLY MONKEY pet can respond to many cherished play patterns, such as feeding, cuddling, tickling, swinging and rocking to sleep. When she awakens, the CUDDLES, MY GIGGLY MONKEY pet will open her eyes and make sweet noises. Hold her close and she can snuggle. Your child can feed her from her banana-shaped bottle and the CUDDLES, MY GIGGLY MONKEY pet will happily make slurping noises, moving her lips in and out. After a delicious snack, it's playtime for this baby monkey! Your child can swing CUDDLES, MY GIGGLY MONKEY pet, and she will know and respond with laughter and silly monkey sounds. Then, your child can tickle her tummy and this loveable monkey will giggle. When your child is not playing with her, CUDDLES, MY GIGGLY MONKEY pet will move her head and make sounds to grab your child's attention once again. When it's bedtime for the baby monkey, your child can rock her gently and CUDDLES, MY GIGGLY MONKEY pet will know it's time to sleep and start to snooze, and then slowly close her eyes. The animatronic plush CUDDLES, MY GIGGLY MONKEY pet is styled to look like the most adorable baby monkey kids could imagine, and comes with a bottle, pink

bow, and removable diaper. Four “C” alkaline batteries required. Available at most major toy retailers nationwide and on HasbroToyShop.com.

FURREAL FRIENDS GET UP & GOGO, MY WALKING PUP Pet

(Ages 4 years & up/Approx. Retail Price: \$59.99/Available: Spring 2015)

Meet the leader of the FURREAL FRIENDS pack, GET UP & GOGO, MY WALKING PUP pet, a girls’ best pet friend! The GET UP & GOGO, MY WALKING PUP pet brings lifelike puppy play to children as she sits and can speak on command, and even comes when you clap your hands, wagging her tail as she walks. This pup even reacts when other FURREAL FRIENDS pets are near (other pets sold separately). For more fun with GET UP & GO GO, MY WALKING PUP pet, parents can download the free FURREAL FRIENDS app, available in the App Store and Google Play. Using the FURREAL FRIENDS app, children can virtually care for their GET UP & GOGO, MY WALKING PUP pet. The GET UP & GOGO, MY WALKING PUP pet will even respond to on-screen action with movement and happy barks! Within the app, kids can also play fun games, and even meet other virtual FURREAL FRIENDS pets. The FURREAL FRIENDS app is not required for GET UP & GOGO, MY WALKING PUP pet play. Requires 4 “C” batteries, not included. Available at most major toy retailers nationwide and on HasbroToyShop.com.

FURREAL FRIENDS POM POM, MY BABY PANDA Pet

(Ages 4 years & up/Approx. Retail Price: \$49.99/Available: Spring 2015)

What’s black and white and cute all over? POMPOM, MY BABY PANDA pet!

Your child can shake her rattle in front of her and she can walk toward the child, making sweet panda noises as she goes. Children can even talk to her, and POM POM, MY BABY PANDA pet will respond with happy sounds to show her love. This panda’s poseable legs make her easy to cuddle and give a big “bear hug.” After a day of playtime, children can feed POM POM, MY BABY PANDA pet with her bottle, she’ll kick her legs and make sweet feeding sounds. Includes 4 “AA” demo batteries. 4 “AA” replacement batteries required. Available at most major toy retailers nationwide and on HasbroToyShop.com.

FURREAL FRIENDS DAISY PLAYS WITH ME KITTY Pet

(Ages 4 years & up/Approx. Retail Price: \$49.99/Available: Spring 2015)

The FURREAL FRIENDS DAISY PLAYS WITH ME KITTY pet is an adorable orange tabby cat that is eager for playtime! Show DAISY PLAYS WITH ME KITTY pet her toy and this frisky kitty can bat at it, swatting her paws in the air. DAISY PLAYS WITH ME KITTY pet can rise up on her back legs and bat her paws, lower onto all fours and knead her front paws. She even pounces forward, meowing and purring as she plays. A day full of fun makes for one tired kitten. When it’s time to wind down DAISY PLAYS WITH ME KITTY pet loves to cuddle; pet her back and this kitty will gently purr and knead her paws. Includes four “AA” demo batteries. Four “AA” replacement batteries required. Available at most major toy retailers nationwide and on HasbroToyShop.com.

FURREAL FRIENDS BUTTERSCOTCH, MY WALKIN’ PONY Pet

(Ages 4 years & up/Approx. Retail Price: \$24.99/Available: Spring 2015)

BUTTERSCOTCH, MY WALKIN’ PONY pet is ready for an on-the-go adventure! When kids pet her back, the BUTTERSCOTCH, MY WALKIN’ PONY pet will walk, making pony sounds. Keep the stylish BUTTERSCOTCH, MY WALKIN’ PONY pet looking her best by grooming her mane and adding a sweet flower accessory. Includes 3 “AA” demo batteries. 3 “AA” replacement batteries required. Available at most major toy retailers nationwide and on HasbroToyShop.com.

FURREAL FRIENDS BUTTERSCOTCH & FRIENDS WALKIN’ PETS Assortment

(Ages 4 years & up/Approx. Retail Price: \$14.99/Available: Spring 2015)

The FURREAL FRIENDS BUTTERSCOTCH & FRIENDS WALKIN’ PETS ponies, puppies, and kitties can’t wait to get a move on. Pet its back and each pet will walk! Each pet comes with its own playful accessory. Children can choose from three BUTTERSCOTCH & FRIENDS WALKIN’ PETS in the spring, and look for three additional pet friends in the fall. Each sold separately. Includes 1 “AA” demo battery. 1 “AA” replacement battery required. Available at most major toy retailers nationwide and on HasbroToyShop.com.

#