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Hasbro's New FURREAL FRIEND Looks, Sounds and Acts Just Like the Real Macaw!

SQUAWKERS McCAW, The Bird to Be Heard(TM), Lands on Retail Shelves Nationwide

PAWTUCKET, R.I.--(BUSINESS WIRE)--Sept. 14, 2007--Flying in the hoofsteps of last year's holiday hit, BUTTERSCOTCH MY FURREAL FRIENDS PONY, Hasbro, Inc. (NYSE: HAS) introduces SQUAWKERS McCAW THE FURREAL FRIENDS PARROT, the newest and most realistic member of the popular FURREAL FRIENDS line. Just like a real parrot SQUAWKERS McCAW, can repeat words, be "taught" to speak, respond to touch, make sassy sounds and even dance.

"Hasbro's FURREAL FRIENDS line has consistently brought innovation and enhanced value to the plush category," said toy and children(1)s lifestyle expert Chris Byrne, also known as The Toy Guy®. "SQUAWKERS McCAW continues the tradition with sophistication, humor and fun that will appeal across a broad spectrum of consumers and is likely to become one of the most "squawked about" toys of 2007."

Through highly innovative animatronics, which have become a signature of the FURREAL FRIENDS brand since it launched five years ago, SQUAWKERS McCAW takes the interactive play experience one step further through voice recognition and programmable features. SQUAWKERS McCAW comes with a remote control that helps trigger pre-programmed voice commands and provides "shortcut buttons" to activate the varied play modes. There are several modes which enable him to respond to people in the following distinct ways:

- SQUAWKERS McCAW will simply repeat any words spoken to him in his signature squawky voice.
- SQUAWKERS McCAW will respond to preprogrammed commands, such as "Hello" and "Are you hungry?", with his own phrases.
- You can "teach" the parrot to respond to you by programming voice commands or prompts. For example, you can program him to respond with "Happy Birthday" every time he hears a specific child's name. You can also program additional phrases that the parrot will say at random.
- SQUAWKERS McCAW can also be "humorous" and "playful" by randomly responding to his pre-programmed phrases in a nonsensical way.

True to real Macaws, SQUAWKERS McCAW loves to dance! In "dance mode," SQUAWKERS will dance to any music played. If music isn't played, SQUAWKERS will play and dance to his own signature song.

SQUAWKERS McCAW will also:

- Move his head, flap his wings and make cooing sounds when he is touched on the back or on the top of the head.
- Give a kiss when his beak is touched.
- "Eat" when he is given his cracker. (But, when fed too much,

he may get the hiccups!)

-- Go to sleep when his eyes are covered or when the room is dark.

SQUAWKERS McCAW the FURREAL FRIENDS PARROT is recommended for children age 5 and up and can be found nationwide where toys are sold including Wal-Mart, Target and Toys "R" Us. For more information on SQUAWKERS McCAW, log onto www.hasbro.com/furreal/.

About the FURREAL FRIENDS Brand

In 2006, Hasbro launched their breakthrough product FURREAL FRIENDS BUTTERSCOTCH PONY, a classic 'dream toy' for girls -- a lifelike pony that girls can love and care for, which became one of the biggest hits of the holiday season. The pony continued the success of the FURREAL FRIENDS line, which began delighting kids in 2002 with the introduction of FURREAL FRIENDS CATS and KITTENS.

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 and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

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