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## Hasbro's Iconic MR. POTATO HEAD Character Celebrates 60th Birthday

*Everyone's Favorite Tater Commemorates 60 Spud-tastic Years as a Pop Culture Icon*

PAWTUCKET, R.I.--(BUSINESS WIRE)-- This year, [Hasbro, Inc.](#) (NASDAQ: HAS) will mark the 60<sup>th</sup> anniversary of the Company's official "spokes spud," the MR. POTATO HEAD character. A classic rite of passage for most preschoolers, the [MR. POTATO HEAD](#) toy is one of Hasbro's most cherished characters with more than 100 million toys sold in more than 30 markets around the world. Through the past 60 years, the timeless tater has evolved from a toy box classic into a pop culture icon and has kept himself relevant by tapping into trends and entertainment.



Mr. and Mrs. Potato Head admire a birthday cake as a group sings to celebrate Mr. Potato Head's birthday in Hasbro's American International Toy Fair showroom in New York. Credit: Ray Stubblebine

"For the past 60 years, the MR. POTATO HEAD toy has inspired imaginative play in young children and charmed fans of all ages through his roles in movies and on television," said Jerry Perez, Senior Vice President and Global Brand Leader, Playskool. "We're thrilled to see that he has evolved from classic parts and pieces to a household name that is 'rooted' in pop culture and entertainment."

The MR. POTATO HEAD character will celebrate this milestone year on his [Facebook page](#) enjoying a year of adventures with the MRS. POTATO HEAD character, starting with a birthday bash at American International Toy Fair in New York City. New product introductions for 2012 include the MASHLY IN LOVE MR. AND MRS. 60<sup>TH</sup> ANNIVERSARY EDITION set featuring the couple holding hands as they renew their wedding vows and the BIRTHDAY SPUD assortment complete with all the party accessories needed to celebrate. The MR. POTATO HEAD character will also

unveil new looks in *THE AMAZING SPIDER-MAN SPIDER SPUD* and *STAR WARS DARTH TATER* characters this Spring in line with the feature film releases of *The Amazing Spider-Man* and *Star Wars: Episode I The Phantom Menace* in 3D.

The MR. POTATO HEAD character hit the U.S. market in 1952 when he became the first toy ever advertised on television, paving the way for millions of other toy commercials in the six decades since. Key moments in MR. POTATO HEAD character's history since its launch reflect trends at that time, for example:

- When antismoking campaigns were raising awareness in 1987, MR. POTATO HEAD surrendered his signature pipe and became the official "spokespud" for the American Cancer Society's annual Great American Smokeout campaign.
- Americans started to pay more attention to their waistlines and MR. POTATO HEAD gave up his "couch potato" status, receiving a Presidential Sports Award from the President's Council on Physical Fitness and Sports in 1992.
- As "tweets" and "likes" became part of our vernacular, MR. POTATO HEAD became one of Hasbro's first brands with a Facebook page and gave fans across the world the chance to communicate with the character through social media.

Never one to shy away from the spotlight, the MR. POTATO HEAD character became a star after his 1995 performance in Disney-Pixar's "*Toy Story*" and has also appeared on television in the Macy's Thanksgiving Day Parade and an advertising

campaign for Bridgestone Americas Tire Operations, which aired during the Super Bowl in 2009. Additionally, more than 30 licensed MR. POTATO HEAD characters have been created, including TATERS OF THE LOST ARK and SPUD LIGHTYEAR.

For information about MR. POTATO HEAD toys, activities, and more visit [MRPOTATOHEAD.com](http://MRPOTATOHEAD.com) or follow him on Facebook at [www.facebook.com/mrpotatohead](http://www.facebook.com/mrpotatohead).

### **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](http://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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