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FURBY Sets Sights on Europe

Extensive Hasbro Licensing Programme Set to Debut Alongside FURBY

LONDON--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ: HAS) today announced that it will roll out a wide-ranging licensing program supporting the return of FURBY in 2012-2013. The wildly popular plush electronic creature has re-emerged inspiring a highly creative and innovative licensing program that will make consumers want to "noh-lah", which means dance in Furbish, FURBY's native language. The first wave of merchandise is set to arrive at retail in the U.K., Spain, Portugal, France, Poland, Turkey, and Russia this autumn.

"We are extremely excited about the return of FURBY and the amazingly fun product lines that licensees have created to capture the essence of the FURBY phenomenon," said James Walker, Vice President of Brand Licensing EMEA at Hasbro. "The product range will celebrate the friendship between the personality-packed furry creatures and their owners."

FURBY-licensed merchandise from apparel to home decor, party goods, food and beverage and sporting goods will be sold at hypermarket and specialty stores as well as wholesalers throughout Europe.

Hasbro is set to showcase a wide selection of FURBY items at Brand Licensing Europe this week in London with multiple licensees including:

- Apparel & Accessories: Smith & Brooks, TV Mania, ATM, Trademark, Smyk, E plus M, Aventure Diffusion, Quality Licensing Product
- Home Decor: Character World, Worlds Apart
- Paper & Party Goods: Amscan
- Plush: Play by Play (Famosa)
- Back-to-School Supplies: Trademark, Sportandem

About FURBY

With more than 40 million pieces sold worldwide in the first three years of its production, the FURBY creature quickly became a global phenomenon following its 1998 debut. FURBY was the leading interactive product of its kind, propelling the animatronic pet category to prominence. Hasbro has reintroduced FURBY this fall as an evolved, interactive friend with 'A MIND OF ITS OWN' and a personality that is shaped based on how it is treated. At launch, FURBY will be available in six vibrant colors with four more fun colors available by the end of the year.

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, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative, 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 Company's Hasbro Studios develops and produces television programming for markets around the world. The Hub TV Network is part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), in the U.S. 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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