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## Hasbro Wows with New PLAYSKOOL Sesame Street Collection

**Highlights Include an Elmo that Really Hugs Kids Back, a New App-Based Learning System, and a Line of Car and Train Playsets Featuring Preschoolers' Favorite Characters**

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro Inc.'s](#) (NASDAQ: HAS) beloved PLAYSKOOL brand, in partnership with Sesame Workshop, the nonprofit educational organization behind *Sesame Street*, introduces innovative new playthings in 2013 starring favorite *Sesame Street* characters including Elmo, Cookie Monster, and Ernie! This year's lineup includes an adorable BIG HUGS ELMO plush that really hugs preschoolers back, the exciting new *Sesame Street* P.A.L. app learning system that encourages tots to learn and explore in a digital environment, and the interactive world of Roads & Rails that combines two favorite playtime activities for preschoolers - cars and trains.



This fall kids will experience magical moments with their favorite red furry friend with the introduction of the BIG HUGS ELMO interactive plush, Hasbro's first feature Elmo toy that can actually hug kids back! When children give Elmo a hug, the red monster wraps his arms around them to show how much he cares. The huggable 22-inch Elmo plush has flexible arms and a soft head making it Hasbro's largest, cuddliest, most lifelike Elmo plush ever.

With the introduction of the *Sesame Street* P.A.L. (Play and Learning) system parents can turn their tablet into a *Sesame Street* learning system for an easy-to-navigate and hands-on learning experience for children ages two and up. Featuring engaging learning adventures and games hosted by *Sesame Street* characters, parents simply download the *Sesame Street* P.A.L. apps to their iOS or Android device, place their tablet into the P.A.L. case, and then kids can learn and explore in a secure digital environment.

Combining two of preschoolers' favorite things — cars and trains — the *Sesame Street* Roads & Rails collection includes three vehicle themed playsets featuring Elmo, Ernie or Cookie Monster. As toddlers move Elmo's train over the ABC track in the ELMO JUNCTION set, they will hear him sing the ABC song. If he's moving along the 123 roadway, Elmo will delight preschoolers with a song about numbers. Parents will appreciate the quick clean-up as the ELMO JUNCTION set folds up for quick and easy storage.

"*Sesame Street* characters are a 'must have' in every child's toy box. This year's PLAYSKOOL line up offers a fresh perspective on classic characters and timeless play patterns," said Jerry Perez, General Manager of PLAYSKOOL. "We are thrilled to provide children with that magical moment when Elmo actually hugs them back or the exciting experience of joining Cookie Monster for an interactive *Sesame* P.A.L. digital adventure. Parents will enjoy sharing new and different ways to engage their children with their favorite friends."

Hasbro's BIG HUGS ELMO plush  
(Photo: Business Wire)

Sherrie Westin, Executive Vice President and Chief Marketing Officer of Sesame Workshop. "We trust that parents and children alike will find this new *Sesame Street* collection both engaging and educational."

"PLAYSKOOL has created an inspired new toy line that promises to delight young children as they interact with their favorite *Sesame Street* characters through play," said

The expansive product lineup features a variety of plush characters, learning toys, figures and playsets, developmental products, musical fun, and the new P.A.L. system. Highlights from the 2013 product portfolio include:

### **BIG HUGS ELMO**

(PLAYSKOOL/Ages 18 months — 4 years/Approx. Retail Price: \$59.99/Available: Fall 13)

Little ones are sure to fall in love with Hasbro's first feature Elmo toy that can hug them back! When tots give their red furry friend a hug, Elmo will wrap his arms around them to show how much he loves them! This cuddly 22-inch lifelike Elmo has flexible arms and a soft head. He sings a sweet song about hugs and a bedtime lullaby, and encourages pretend play. This all new design makes the BIG HUGS ELMO Hasbro's largest, cuddliest, most lifelike Elmo interactive plush ever! Requires four AA batteries, not included. Available at most major toy retailers nationwide and on [HasbroToyShop.com](http://HasbroToyShop.com).

### **SESAME STREET P.A.L. SYSTEM**

(PLAYSKOOL/Ages 2 - 4 years/Approx. Retail Price: \$39.99/Available: Fall 13)

You can turn your tablet into an amazing new *Sesame Street* learning system for an easy-to-navigate and hands-on learning experience for kids 2 and up! Parents simply download the *Sesame Street* P.A.L. (Play and Learning) apps, place their tablet into the case, and little ones can use the Magnifying Glass tool to explore learning adventures including fun and educational content, hosted by *Sesame Street* characters. The included magnifying glass and *Sesame Street* P.A.L. app allow children to become investigators, exploring various learning games and activities. Little ones will enjoy hours of learning and entertainment with this hands-on learning system. The protective case can also easily block the home button keeping other media and apps out of reach of little ones, if needed. Includes protective tablet case, magnifying glass tool, and app. Additional hand held tools, including a paint brush, grocery scanner, Elmo holding a flashlight, and Cookie Monster holding a watering hose (sold separately), will expand the interactive experience for more *Sesame Street* learning fun! Allows for both Apple and Android OS tablets; there are two tablet case sizes to choose from; each sold separately. Tablet not included. Available at most major toy retailers nationwide and on [HasbroToyShop.com](http://HasbroToyShop.com).

### **ELMO JUNCTION**

(PLAYSKOOL/Ages 2 - 4 years/Approx. Retail Price: \$44.99/Available: Fall 13)

This fun filled playset combines two of toddlers' favorite things: cars and trains! The two-in-one playset easily converts from a figure-8 train track to a double-decker roadway for endless fun and imagination. Move Elmo's train over the ABC track to hear Elmo sing the ABC song and when on the 123 roadway, Elmo will sing a song about numbers. This cool *Sesame Street* Rails & Roads set features ten feet of track and folds up for easy clean-up and storage. Requires two AAA batteries, demo batteries included. Available at most major toy retailers nationwide and on [HasbroToyShop.com](http://HasbroToyShop.com).

### **ERNIE FARM TRAIN**

(PLAYSKOOL/Ages 18 months — 4 years/Approx. Retail Price: \$16.99/Available: Fall 13)

Choo choo! Little ones will love rolling the Ernie Farm Train all around the neighborhood! For fun phrases, just press Ernie's head down to hear about animals. Ernie's rail car also includes a pig to take to the farm. Kids can take him for a spin on the ELMO JUNCTION playset with the COOKIE MONSTER FOOD TRAIN playset (sold separately). Train vehicle comes with an attachable rail car. Requires two AAA batteries, demo batteries included. Available at most major toy retailers nationwide and on [HasbroToyShop.com](http://HasbroToyShop.com).

### **COOKIE MONSTER FOOD TRAIN**

(PLAYSKOOL/Ages 18 months — 4 years/Approx. Retail Price: \$16.99/Available: Fall 13)

Choo Choo! Cookie Monster is driving a food train and loves to talk all about food! Kids can take him for a spin on the ELMO JUNCTION playset with the ERNIE FARM TRAIN playset (sold separately). Train vehicle comes with an attachable rail car and a crate of bananas. Requires two AAA batteries, demo batteries included. Available at most major toy retailers nationwide and on [HasbroToyShop.com](http://HasbroToyShop.com).

For more information on the PLAYSKOOL brand, please visit [www.playskool.com](http://www.playskool.com)

### **About Hasbro**

Hasbro, Inc. (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF, LITTLEST PET SHOP and G.I. JOE. 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 play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 170 markets around the world, and for the U.S. on The Hub TV Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). 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](http://www.hasbro.com).

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### **About Sesame Workshop**

[Sesame Workshop](#) is the nonprofit educational organization that revolutionized children's television programming with the landmark [Sesame Street](#). The Workshop produces local *Sesame Street* programs, seen in over 150 countries, and other acclaimed shows including [The Electric Company](#) to help bridge the literacy gap. Beyond television, the Workshop produces content for multiple media platforms on a wide range of issues including literacy, health and military deployment. Initiatives meet specific needs to help young children and families develop critical skills, acquire healthy habits and build emotional strength to prepare them for lifelong learning. Learn more at [www.sesameworkshop.org](http://www.sesameworkshop.org).

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