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Hasbro's PLAYSKOOL-Branded Toys and Lifestyle Products Arrive in Indonesia

MAP ACTIVE Brings PLAYSKOOL Activities to Life in Store-within-a-Store Sections at Kidz Station Venues

LAS VEGAS--(BUSINESS WIRE)-- [Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) today announced an exclusive PLAYSKOOL store-in-store retail program with MAP ACTIVE, Indonesia's leading sports, kids and leisure retailer. The groundbreaking program, earmarked for 15 new Kidz Station stores, will feature PLAYSKOOL's MR. POTATO HEAD, ELEFUN AND FRIENDS, and TRANSFORMERS RESCUE BOTS products, marking the first time PLAYSKOOL-branded play will be marketed and sold in Indonesia. Kidz Station stores will host special, front- and mid-store PLAYSKOOL areas stocked with an array of PLAYSKOOL-branded merchandise and fun family activities. The program kicked off last month and will continue to roll out through 2012 and beyond.

"As Indonesia's powerhouse sports and kids' retailer, MAP ACTIVE has given Hasbro a springboard to create a huge splash in a market that places a premium on education with the introduction of the globally popular PLAYSKOOL brand which is all about learning through play," said Simon Waters, Senior Vice President of Global Brand Licensing and Publishing at Hasbro. "Together, we've created an innovative and unprecedented store-within-a-store concept with dedicated PLAYSKOOL zones that are wonderfully surprising, colorful, and inviting for children and their families."

MAP ACTIVE strives to create exciting shopping experiences balanced with the right atmosphere. As a result, the new, highly visible, family-friendly Kidz Station stores are devoting premium space to PLAYSKOOL in the Early Learning Zone with a footprint of 25 to 60 Square Meters, depending on overall store size. The PLAYSKOOL areas will be dressed with the brand logo and signature red roof, and an assortment of bright PLAYSKOOL characters. The sections will be stocked with an array of popular PLAYSKOOL toys from Hasbro and a colorful inventory of licensed apparel, footwear and accessories created by MAP ACTIVE for babies, toddlers and preschoolers.

The excitement will be palpable as kids and parents enter the PLAYSKOOL area and find a fun-filled section overflowing with playful characters, games and activities that are synonymous with the beloved brand. In addition to the shopping experience, the PLAYSKOOL area will feature learning activities such as interacting with the ROCKTIVITY instruments, counting numbers in the local language using LEARN 'N POP LION, and interactive storytelling and reading activities with celebrity moms and their kids.

"We're always looking to exceed the expectations of our customers with innovative products, new concepts and premier brands," said Marvie Samala, Director of MAP ACTIVE. "Additionally, parents place a lot of importance on learning, so we anticipate debuting the PLAYSKOOL brand in a way that combines fun learning activities with a unique shopping experience that will resonate with both youngsters and their families throughout Indonesia."

Kidz Station stores planned with PLAYSKOOL areas include: Kotakasablanca Mall Jakarta, Kuningan City Jakarta, Beachwalk Bali, Bali Galleria, Galaxy Mall Surabaya, Olympic Garden Malang, Kediri Town Square Malang, Batu Town Square Malang, Maliaboro Mall Yogyakarta, Istana Plaza Bandung and Bale Kota Tangerang with additional locations to open soon.

About MAP ACTIVE

A subsidiary of publicly listed PT MITRA ADIPERKASA Tbk., MAP ACTIVE has over 550 sports & kids shops nationwide including Sports Station, Kidz Station, Golf House, and Planet Sports. Now listed among the Top 100 Global Sporting Goods retailers, and the No 1 in SE Asia, MAP ACTIVE plans to grow to more than 1,000 independent stores by 2013 preaching its mission of healthy and happy lifestyles for all Indonesians.

About PT Mitra Adiperkasa Tbk.

Listed on the Indonesia Stock Exchange, MAP is the #1 lifestyle retailer in Indonesia with over 1,000 retail stores in 39 major Indonesian Cities. Retail portfolio under the group includes department stores, fashion, active (sports, golf, leisure and kids), food & beverage and lifestyle stores. Apart from retailing, MAP is also a leading distributor for sports, golf, kids and leisure brands. A multi-award winning company, MAP was listed on Forbes Indonesia's Top 40 companies in 2011 and Fortune's Indonesia's Most Admired Companies in 2012.

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 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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