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Hasbro to Bring Exclusive LITTLEST PET SHOP Moonlite Fairies Collection to Carrefour

Direct-to-Retail Program to Land at All Carrefour Hypermarkets Throughout France This Fall

LAS VEGAS--(BUSINESS WIRE)-- [Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) today announced a direct-to-retail deal with Carrefour the largest retailer in Europe, to launch an exclusive cross-category LITTLEST PET SHOP program in 4,500 locations throughout France. The program, which rolls out in November 2012, celebrates LITTLEST PET SHOP Moonlite Fairies and includes premium space in the toy aisles dedicated to a wide variety of LITTLEST PET SHOP licensed products across multiple categories. The Moonlite Fairies-inspired lineup will mirror the style expression of the mini-dolls which feature angular ears and fairy wings as well as the infusion of night sky colors and lots of sparkle and metallic, and glow in the dark elements.

"The Moonlite Fairies program at Carrefour is a stellar example of how Hasbro has built on the core essence of the LITTLEST PET SHOP brand to create an exciting channel that will bring to market fresh and innovative merchandise for girls throughout France," said Simon Waters, Senior Vice President of Global Brand Licensing and Publishing at Hasbro. "Shopping for LITTLEST PET SHOP items at Carrefour this fall promises to be great fun."

The exclusive range of LITTLEST PET SHOP products available this fall in the Moonlite Fairies section will include: t-shirts, sleepwear, bedding, a coloring set, an advent calendar and toys.

About Carrefour

Carrefour has more than 4,500 stores in France operating in four formats (hypermarket, supermarket, convenience and cash & carry). For 50 years, Carrefour has been a partner in the daily lives of millions of customers, offering them a wide range of products and services at the lowest prices. Carrefour assumes significant economic, social and environmental responsibilities in its operations, and is committed to providing high-quality products and ensuring customer satisfaction.

About Hasbro

[Hasbro, Inc.](http://www.hasbro.com) (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, PLAYSKOOOL, 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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