Hasbro Sets Sights on Next Generation of Star Wars(TM) Fans with Toy Line Based on Animated Star Wars: The Clone Wars

Toys Widely Available July 26, 2008 Prior to Lucasfilm Launching New Entertainment Property

PAWTUCKET, R.I.--(BUSINESS WIRE)--July 22, 2008--With the launch of STAR WARS: THE CLONE WARS, the galaxy far, far away continues to evolve and expand -- and as it has done for more than 30 years, Hasbro (NYSE: HAS) is on board to translate the excitement of these all-new adventures into toys. On July 26, 2008, Hasbro brings home all of the fun of STAR WARS: THE CLONE WARS to kids of all ages. Fans may relive their favorite STAR WARS: THE CLONE WARS adventures with toys such as the new STAR WARS CLONE TROOPER VOICE CHANGER HELMET and the AT-TE, the ultimate clone transport.

Produced by Lucasfilm Animation, STAR WARS: THE CLONE WARS combines the legendary storytelling of George Lucas with an eye-popping, signature animation style. STAR WARS: THE CLONE WARS blasts off first as a worldwide theatrical release on August 15, 2008, then becomes a weekly series on Cartoon Network beginning in the fall, followed by airings on TNT.

STAR WARS: THE CLONE WARS is set in the period between Star Wars: Episode II Attack of the Clones and Star Wars: Episode III Revenge of the Sith. The story chronicles a dramatic period when the galaxy is consumed by the Clone Wars, a massive civil war that has pitted the evil Separatists and their droid armies against the Republic and its Jedi protectors.

In addition to the STAR WARS: THE CLONE WARS toy line, Hasbro will also launch other new STAR WARS toys on July 26, including the largest MILLENNIUM FALCON toy ever designed, as well as new characters from the STAR WARS TRANSFORMERS universe.

STAR WARS: THE CLONE WARS Toy Line
STAR WARS CLONE TROOPER VOICE CHANGER HELMET

(Approximate retail price: $29.99; Ages 5 and up; Available: July 26, 2008)

Join the army of clone troopers by donning an authentic CLONE TROOPER HELMET, as seen in the new STAR WARS: THE CLONE WARS feature film and TV series. Includes signature phrases and awesome voice amplifier to truly disguise your identity.

STAR WARS AT-TE

(Approximate retail price: $99.99; Ages 4 and up; Available: July 26, 2008)

Star Wars fans and collectors will travel at light speed to toy stores for the chance to take this massive, six-legged Clone Wars vehicle for a spin. Measuring two feet long, the AT-TE can transport 20 clone troopers (includes 1 figure, other figures sold separately) and is packed with galactic sounds and firing features.

STAR WARS: THE CLONE WARS ULTIMATE LIGHTSABER

(Approximate retail price: $34.99; Ages 6 and up; Available: July 26, 2008)

The STAR WARS: THE CLONE WARS ULTIMATE LIGHTSABER set allows young Padawans the opportunity to create more than a thousand different lightsaber combinations using the customization components, including signature Jedi and Sith lightsabers from the new STAR WARS: THE CLONE WARS series.

STAR WARS: THE CLONE WARS 3 3/4" BASIC FIGURES

(Approximate retail price: $7.99; Ages 4 and up; Available: July 26, 2008)

Star Wars fans can now collect action figures depicting soon-to-be-favorite characters featured in the STAR WARS: THE CLONE WARS. In 2008, a total of 28 different action figures will be launched.

Additional STAR WARS Toy Launched on July 26, 2008

STAR WARS LEGACY COLLECTION MILLENNIUM FALCON

(Approximate Retail Price: $149.99; Ages 4 & up; Available July 26, 2008)

Updating the fan-favorite MILLENNIUM FALCON toy for the first time since its inception in 1979, Hasbro is launching the largest MILLENNIUM FALCON toy to ever travel the galaxy. The new STAR WARS MILLENNIUM FALCON is approximately 30 percent larger than the original version and includes authentic electronic lights and sounds and can accommodate up to 18 action figures (includes 2 figures, other figures sold separately).

STAR WARS 3 3/4-INCH BASIC FIGURES DROID FACTORY

(Approximate retail price: $7.99; Ages 4 and up; Available: July 26, 2008)

Join the droid assembly line and build never-before-created droid action figures. In July, one part of a unique droid will be packed with each action figure, so collect the figures within each wave to assemble your own one-of-a-kind droids for the ultimate addition to any Star Wars action figure collection.

STAR WARS TRANSFORMERS ASSORTMENT

(Approximate retail price: $14.99; Ages 5 and up; Available: July 26, 2008)

Heroes and villains from Star Wars become toys that are MORE THAN MEETS THE EYE in the marriage between two of the universe's most powerful properties: STAR WARS and TRANSFORMERS. A total of 18 STAR WARS TRANSFORMERS figures will be available in 2008.

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