



FURREAL 2017 PRODUCT DESCRIPTIONS

Hasbro's FURREAL brand makes every day magical with a collection of best friends that bring pet play experiences and connections to kids through a variety of loveable animals. From realistic animal sounds to lifelike movements and personalities, children will be amazed by the way their FURREAL pets respond to their touch. Whether kids want to share their inner roar with the FURREAL ROARIN' TYLER, THE PLAYFUL TIGER Pet or translate their puppy's barks with the CHATTY CHARLIE, THE BARKIN' BEAGLE pet, there is a FURREAL pet for everyone.

This year, the FURREAL brand expands and introduces a way for older kids to connect with pets through the FURREAL MAKERS line, a STEM-relevant platform that empowers kids to create and code their ultimate pet! FURREAL MAKERS is an exciting experience that inspires kids to create, allowing them to program their ultimate pup with the turn of a dial or with the downloadable app.

New FURREAL products for Spring 2017 include:

FURREAL KAMI, MY POOPIN' KITTY Pet

(Ages 4 years & up/Approx. Retail Price: \$24.99/Available: Spring 2017)

Kids got a kick out of PAX, MY POOPIN' PUP, and now it is time for more funny moments with FURREAL KAMI, MY POOPIN' KITTY pet! It's so much fun to play with her, just like a real kitty. Kids can pretend that KAMI, MY POOPIN' KITTY pet is a hungry little girl as they feed her treats and go for a walk! Pull back on the leash to make her sit, and then release the leash to see what she has left behind. Includes a detachable two-part leash, nine treats and a clean-up bag. Requires 2 AAA batteries, not included. Available at most major retailers and on HasbroToyShop.com.

FURREAL FUZZ Pets

(Ages 4 years & up/Approx. Retail Price: \$14.99/Available: Spring 2017)

Say hello to the adorable and playful FURREAL FUZZ pets! These cute pets feature expressive eyes and sounds that appear to bring their irresistible personalities to life. Kids can pet them to see how they respond with head motion and eye movements, while making cute sounds that are unique to each pet. Each pet comes with a fun accessory that kids can play with alongside their new pet pal. Choose from the Fabulous Kitty, Playful Goldie, and So Shy Bunny this spring. Each sold separately. Requires 2 LR44/A76 batteries, demo batteries included. Available at most major retailers and on HasbroToyShop.com.

New FURREAL products for Fall 2017 include:

FURREAL ROARIN' TYLER, THE PLAYFUL TIGER Pet

(Ages 4 years & up/Approx. Retail Price: \$129.99/Available: Fall 2017)

Meet FURREAL ROARIN' TYLER, THE PLAYFUL TIGER pet! Kids can bring home an adorable baby tiger to love, play and care for as their own. Make a noise or give a loud jungle roar and ROARIN' TYLER, will roar back in response. Kids can enjoy playtime with him as he can crouch or respond to his squeaky toy. Kids can experience fun, playtime moments with this jungle pet! ROARIN' TYLER features 100-plus sound and motion combinations with sensors on his forehead, back, and muzzle allowing him to respond to touch in fun ways. You can pull him up close to snuggle thanks to his posable back legs. Nuzzle his cheek and he'll respond with expressive eyes, sounds and tail movements. With ROARIN' TYLER, THE PLAYFUL TIGER pet, kids can make every day magical. Requires 4 C batteries, not included. Available at most major retailers and on HasbroToyShop.com.

FURREAL CHATTY CHARLIE, THE BARKIN' BEAGLE Pet

(Ages 4 years & up/Approx. Retail Price: \$49.99/Available: Fall 2017)

Kids can pretend to know what their pet is thinking with the FURREAL CHATTY CHARLIE, THE BARKIN' BEAGLE pet! This funny pup wears a light-up translating collar that translates barks to phrases. First kids will hear barks followed by a human translation! Kids will love hearing the funny things this fun canine says. With 80-plus barks to phrases, he clearly has a lot to talk about! The CHATTY CHARLIE, THE BARKIN' BEAGLE pet also responds to sound and motion with ear movements. CHATTY CHARLIE loves to be snuggled – just pull him up close to cuddle thanks to his poseable legs. With CHATTY CHARLIE, THE BARKIN' BEAGLE pet, kids can make every day magical. Requires 4 AA batteries, demo batteries included. Available at most major retailers and on HasbroToyShop.com.

FURREAL SNIFFLIN' SAWYER Pet

(Ages 4 years & up/Approx. Retail Price: \$29.99/Available: Fall 2017)

The FURREAL brand can make every day magical with the FURREAL SNIFFLIN' SAWYER Pet, an adorable baby polar bear pet who needs your love and care. When they tickle her nose, kids can hear her sneezes, sniffles and sweet giggles. Pet her head or back and she'll respond with expressive eye movements and sounds! The SNIFFLIN' SAWYER pet comes with a bottle and blanket for nurturing play. Requires 3 LR44/A76 batteries, demo batteries included. Available at most major retailers and on HasbroToyShop.com.

FURREAL MAKERS 2017 PRODUCT DESCRIPTIONS

The FURREAL brand expands this year into a new play category with the introduction of the FURREAL MAKERS segment, an innovative, STEM-related platform that empowers kids to create their ultimate pet and customize its personality through coding by utilizing a downloadable app. The FURREAL MAKERS line lets kids discover the technology that makes their FURREAL pets so magical.

New FURREAL MAKERS products for Fall 2017 include:

FURREAL MAKERS PROTO MAX Pet

(Ages 6 years & up/Approx. Retail Price: \$119.99/Available: Fall 2017)

Want a dog who chases its tail whenever his nose is pushed? Kids can do this and so much more as they create and program their own dream pup with FURREAL MAKERS PROTO MAX. Kids can quickly program their pup's starter personality or download the FURREAL MAKERS PROTO MAX app for a more expansive coding experience. Unique features of FURREAL MAKERS PROTO MAX pet include:

- **Personality Plus** – Kids can take their pup's personality to the next level by programming 10+ activation points while connected through Bluetooth. Kids can assign a response which includes over 400 sounds and 100 eye animations along with lights and motion.
- **Custom Routines** – Kids can create their pet's personality and can code routines and actions through use of the downloadable app. Tutorials and starter challenges will also be available within the app.
- **Remote Control Play** – Kids can command their pup in real-time, run the routines that they have coded using the app, change the light patterns and send happy, sad, silly, and more emotions to their puppy.
- **Feeding & Nurturing** – Play a variety of interactive, app-based games with your ultimate pup, like a virtual game of fetch.

FURREAL MAKERS PROTO MAX app will be available for download in the Apple App Store and Google Play in Fall 2017. Requires 4 AA batteries, not included. Available at select retailers in Fall 2017.

Returning FURREAL products for 2017 include:

FURREAL LUVIMALS Assortment

(Ages 4 years & up/Approx. Retail Price: \$9.99/Available: Now)

FURREAL LUVIMALS assortment are palm-size pets that can harmonize. Perfect for on-the-go pet fun, kids can choose from COTTONBALL the lamb, FLAPPERS the duck, FANCY LEBON the jazz cat, HARMONY COOL the hound dog, BABY GRAND the owl, and SWEET SINGIN' BISCUIT the dog. Press the LUVIMALS pets' back or belly depending on the pet and the adorable animals will respond with movement and sweet sounds. Bring two or more pets together and they can harmonize! Each sold separately. Requires 2 LR44/A76 batteries, demo batteries included. Available at most major retailers and on HasbroToyShop.com.

FURREAL STARLILY, MY MAGICAL UNICORN

(Ages 4 years & up/Approx. Retail Price: \$119.99/Available: Now)

FURREAL turns an ordinary friendship extraordinary with STARLILY, MY MAGICAL UNICORN pet, the first interactive toy unicorn in the FURREAL line. STARLILY features 100-plus sound and motion combinations; the more your child plays with her, the more she can respond – she even moves her head, and opens and closes her eyes! The sensors around her face and on her horn allow STARLILY to respond to your child's loving touch. Her long silky hair can be styled, braided and combed (comb not included for fun-filled grooming play. And when your child feeds STARLILY her special sugarberry treat, this adorable pet can make happy eating sounds. With fluttering wings and a horn that lights up with multiple colors, STARLILY is a magical dream come true. Your child can pose the pet to sit, stand, or lie down. She can even move her front hoof! Playing with the STARLILY, MY MAGICAL UNICORN PET app (download required) allows kids to become closer friends with STARLILY and visit her digitally enchanted forest home; while playing with the app, your child can win collectibles, making her forest world seem even more magical! Requires 4 C batteries, not included. Available at most major retailers and on HasbroToyShop.com.

FURREAL TORCH MY BLAZIN' DRAGON Pet

(Ages 4 years & up/Approx. Retail Price: \$79.99/Available: Now)

The FURREAL TORCH MY BLAZIN' DRAGON pet is an amazing creature with a spunky personality and engaging features that take pet play to the next level! Share fiery adventures with this adorable plush baby dragon as you watch him breathe flame-colored mist. Plus, you can touch his charm to get him to breathe flame-colored mist! Bring the color-changing marshmallow treat close to the mist and watch it "toast" then feed it to TORCH and listen as he makes happy munching sounds! TORCH features 50-plus sound and motion combinations. The sensors around his nose allow TORCH to respond to your child's touch in fun ways. After playing, pull him up close to cuddle thanks to his poseable arms. Requires 4 C batteries, not included. Available at most major retailers and on HasbroToyShop.com.

FURREAL POM POM, MY BABY PANDA Pet

(Ages 4 years & up/Approx. Retail Price: \$49.99/Available: Now)

What's black and white and cute all over? POMPOM, MY BABY PANDA pet! Your child can shake her rattle in front of her and she can walk toward the child, making sweet panda noises as she goes. Children can even talk to her, and POM POM, MY BABY PANDA pet will respond with happy sounds to show her love. This panda's poseable legs make her easy to cuddle and give a big "bear hug." After a day of playtime, children can feed POM POM, MY BABY PANDA pet with her bottle, she'll kick her legs and make sweet feeding sounds. Requires 4 AA batteries, demo batteries included. Available at most major retailers and on HasbroToyShop.com.

FURREAL J.J. MY JUMPIN' PUG Pet

(Ages 4 years & up/Approx. Retail Price: \$39.99/Available: Now)

Sweet, funny and full of excitement, J.J. MY JUMPIN' PUG pet is an energetic addition to the FURREAL line. J.J. can jump up on its hind legs with excitement when your child waves at him. This fun puppy pug playmate can make your child giggle with his adorable head moves and funny puppy sounds. If J.J. gets too excited, your child can pet his head to calm

him down. Requires 2 AA batteries, demo batteries included. Available at most major retailers and on HasbroToyShop.com.

FURREAL BOOTSIE Pet

(Ages 4 years & up/Approx. Retail Price: \$49.99/Available: Now)

The FURREAL BOOTSIE Pet is a lovable kitty, with a big personality! She has fun expressions that can delight kids as they discover what makes her happy, surprised, excited, shy, and even sometimes mad! Tempt her with her fish-shaped sushi treat and she'll make munching sounds; pet her and you can have her purring for more. All the fun makes for one tired kitten. When it's time to wind down, pick BOOTSIE up and cuddle her close as she loves to be cuddled. Requires 4 AA batteries, demo batteries included. Available at most major retailers and on HasbroToyShop.com.

FURREAL GET UP & GOGO, MY WALKING PUP Pet

(Ages 4 years & up/Approx. Retail Price: \$59.99/Available: Now)

Meet GET UP & GOGO, MY WALKING PUP pet, a girls' best pet friend! The GET UP & GOGO, MY WALKING PUP pet brings lifelike puppy play to children as she sits and can speak on command, and even comes when you clap your hands, wagging her tail as she walks. This pup even reacts when other FURREAL pets are near (other pets sold separately). For more fun with GET UP & GO GO, MY WALKING PUP pet, parents can download the free FURREAL app, available in the App Store and Google Play. Using the FURREAL app, children can virtually care for their GET UP & GOGO, MY WALKING PUP pet. The GET UP & GOGO, MY WALKING PUP pet will even respond to on-screen action with movement and happy barks! Within the app, kids can also play fun games, and even meet other virtual FURREAL pets. The FURREAL app is not required for GET UP & GOGO, MY WALKING PUP pet play. Requires 4 C batteries, not included. Available at most major retailers and on HasbroToyShop.com.

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