



FOR IMMEDIATE RELEASE

Jazwares Introduces a New Generation of Children to the Wobbly World of Weebles

SUNRISE, FL – February 12 2016 – Jazwares, a leader in the toy and entertainment marketplace, is thrilled to announce the re-launch of Hasbro's **Weebles**, the iconic children's toy that wobbles but doesn't fall down!

Revitalized to resonate with the preschoolers of today, **Weebles** emanate positive social messages to children who are on their own wobbly adventures and promotes values of resilience, optimism, diversity and thoughtfulness through play patterns and messaging. The new **Weebles** have been redesigned with sculpted features, bringing the characters to life and ready for a new wobbly generation of fun.

The **Weebles** product line will be available this fall in stores nationwide, starting with the following, "**Weebles** Friends Assortment" (\$3.99 USD), "**Weebles** On the Go" (vehicle packs, \$9.99 USD) and "Wobble Around Treehouse Playset" (\$34.99 USD).

"We're excited to re-launch this classic brand with a new twist of imagination and fun for children today," said Laura Zebersky, CCO, **Jazwares**. "The new Weebles is filled with elements that remind us every day how amazing kids can be and even though kids all wobble sometimes, kids are at their best when they get right back up."

Follow six main characters, Wendy, Wally, Willie, Winnie, Willow and Winston on adventures in special *Weeblesodes* debuting this summer on YouTube. Each episode features stories of wonder and humorous sharing lessons for today's preschooler.

Weebles will be hitting store shelves nationwide August 2016.

About Jazwares LLC

With its focus on creativity, innovation and function, Jazwares has established itself as a well-respected leader in the licensed products industry. Delivering diverse lines of toys and consumer electronics, the products feature some of the best entertainment properties in the world. With strong creative emphasis and product development expertise, Jazwares continues to offer a wide array of merchandise at major retailers globally. Their portfolio includes: Peppa Pig®, Tube Heroes®, Minecraft®, Terraria®, Animal Jam®, Plants vs. Zombies®, Chuck & Friends® and Teen Titans Go!®, among others. Jazwares' goal is to invent toys and related products that are new to the marketplace, featuring the brands people want, at an affordable price. For more information about Jazwares, Inc., please visit www.jazwares.com.

About Hasbro

Hasbro (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and lifestyle licensing, Hasbro fulfills the fundamental need for play and connection with children and families around the world. The Company's Hasbro Studios and its film label, ALLSPARK PICTURES, create entertainment brand-driven storytelling across mediums, including television, film, digital and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro & @HasbroNews) and Instagram (@Hasbro).

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