

HOLIDAY GIFT GUIDE

Hasbro Boys' Brands

Transformers



TRANSFORMERS BATTLE OPS BUMBLEBEE ACTION FIGURE

(Approximate Retail Price: \$59.99; Ages 5 & up; Available now)

BUMBLEBEE continues to be one of the most popular TRANSFORMERS heroes as he acts as both a defender and a warrior for good. With two distinct modes—Battle and Guardian—**BATTLE OPS BUMBLEBEE** features a variety of electronic sounds and lights, accompanied by a converting plasma cannon. For example, when serving as a guardian, **BUMBLEBEE** features more playful phrases along with authentic engine sounds and lights. Then, when converted into battle mode, **BATTLE OPS BUMBLEBEE** has missile launchers that pop out, a converting plasma cannon that lights up, and phrases that change to reflect his battle personality.



TRANSFORMERS POWER CORE COMBINERS

(Approximate Retail Price: \$9.99 - \$19.99; Ages 5 & up; Available now)

The TRANSFORMERS POWER CORE COMBINERS introduce fans to an all-new assortment of figures that expand on the classic TRANSFORMERS play pattern. This new expression of figures combine with one another, in dozens of variations, to create a wide variety of larger COMBINER robots, with each figure serving as various body parts and weapons. Available in 2-packs and 5-packs.

TRANSFORMERS ACTION FIGURES

(Approximate retail price: DELUXE Scale \$12.99; VOYAGER Scale \$19.99; LEADER Scale \$44.99; Ages 5 & up; Available now)

In 2010, Hasbro is offering a wide variety of all-new versions of fan-favorite characters, including **OPTIMUS PRIME BUMBLEBEE**, **MEGATRON** and **STARSCREAM** in an array of scales: **DELUXE**, **VOYAGER** (larger scale), and **LEADER** (largest scale and includes lights and sounds).



ACTION FLEET TRANSFORMERS STEALTH FORCE OPTIMUS PRIME VEHICLE

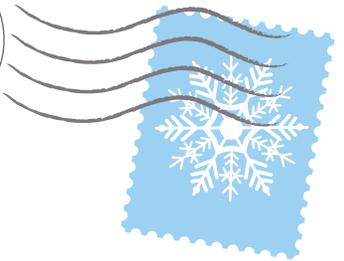
(Approximate Retail Price: \$24.99; Ages 4 & Up; Available now)

With the new ACTION FLEET TRANSFORMERS line, which features electronic lights and sounds, motorized conversions and firing projectiles, kids can bring to life an epic TRANSFORMERS battle that is certainly "MORE THAN MEETS THE EYE." For covert combat, watch as select parts of this **OPTIMUS PRIME** semi-truck vehicle convert with the touch of a button to reveal stealth mode weaponry hidden inside to battle the evil **DECEPTICONS** like no other vehicle available.

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G.I. Joe



G.I. JOE 3³/₄ INCH FIGURES

(Approximate Retail Price: \$5.99; Ages: 4 & up; Available now)

Build your team with over 30 figures to collect in 2010! Collect your favorite characters including SNAKE EYES, STORM SHADOW and DUKE in all new THE PURSUIT OF COBRA Desert, City, Jungle or Arctic themes. All figures come equipped with the high-tech gear they need to battle G.I. JOE or COBRA in any terrain. And, for the first time ever, Hasbro is releasing a Cobra Commander figure in a special cobra package—the only of its kind ever issued—sure to popular amongst the collecting community.

G.I. JOE 3³/₄ INCH VEHICLES

(Approximate Retail Price: \$14.99 - \$24.99; Ages: 4 & up; Available now)

The smaller, covert G.I. JOE vehicles such as GHOST HAWK, DOOM CYCLE and ICE CUTTER, are outfitted with a surprise attack feature and come with a 3³/₄ inch, realistic and articulated figure that will help guide you through your action-packed THE PURSUIT OF COBRA adventures. The larger vehicles, HISS TANK, CLUTCH and RAGE, represent the most technologically advanced vehicles in the G.I. JOE vs. COBRA arsenal. Each is equipped with a hidden reveal weapons system and is designed to traverse a wide range of terrains. These also come with a driver to help steer your team through the Desert, City, Jungle or Arctic, all the way to victory!



G.I. JOE 3³/₄ INCH MOBILE MECH SUITS

(Approximate Retail Price: \$19.99; Ages: 4 & up; Available now)

The G.I. JOE MOBILE MECH Suits are a new 3³/₄ inch expression for the G.I. JOE toy line. Choose your side, G.I. JOE or COBRA, with these next-gen machines that are one part vehicle and one part armored suit and let the battle begin as the MOBILE MECH Suit becomes an extension of your G. I. JOE action figure. Features interchangeable arms equipped with the latest high-tech gear and an exclusive 3³/₄ inch figure that can sit in the cockpit.

G.I. JOE FOAM ROLE PLAY (SWORD AND MASK)

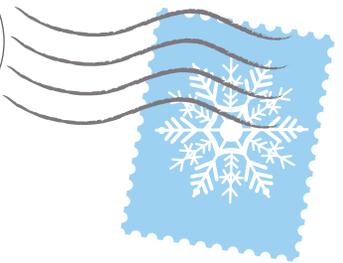
(Approximate Retail Price: \$12.99; Ages: 4 & up; Available now)

Replicate your favorite Ninja moves with these highly detailed foam swords in the style of SNAKE EYES and STORM SHADOW. Complete the look with this collection of cool G.I. JOE masks.



HOLIDAY GIFT GUIDE

Hasbro Boys' Brands



Marvel



IRON MAN 2 IRON MAN HELMET

(Approximate Retail Price: \$34.99; Ages 5 & up; Available now)

Kids can slip on the IRON MAN 2 IRON MAN HELMET to hide their identity from their evil adversaries. The helmet is designed in IRON MAN's signature style and features a variety of electronic lights and sounds, including data correspondence from JARVIS, his trusty computer companion. Fans will especially enjoy the helmet's slow release visor that lends remarkable authenticity to this fun role-play toy.



MARVEL UNIVERSE MASTERWORKS GALACTUS

(Approximate Retail Price: \$49.99; Ages: 4 & Up; Available now)

MARVEL UNIVERSE GALACTUS stands at a robust 19" tall – the largest action figure Hasbro has ever created! This super-articulated and highly detailed figure features a variety of electronic lights and sounds. Included with the MARVEL UNIVERSE GALACTUS action figure is a 3 3/4 inch version of his herald, THE SILVER SURFER (w/ classic surfboard).



IRON MAN 2 3 3/4 INCH MOVIE ACTION FIGURES

(Approximate Retail Price: \$7.99; Ages 4 & up; Available now)

Recreate the action and excitement of the IRON MAN 2 movie with Hasbro's all-new IRON MAN 2 3 3/4 INCH MOVIE ACTION FIGURES. In 2010, the line will include 17 IRON MAN action figures, as well as five supporting characters and villains. And not only do the figures feature excellent articulation, they also include a display stand and collectible "Armor Cards." Each set of cards displays different parts of an IRON MAN suit – by overlaying the cards on each other, fans can create more than 46 different suits of armor!

SPIDER-MAN 3 3/4 INCH ACTION FIGURES

(Approximate Retail Price: \$7.99; Ages 4 & up; Available now)

Take on GREEN GOBLIN and VENOM with an all-new lineup of wonderfully styled SPIDER-MAN 3 3/4 INCH ACTION FIGURES in 2010! This year brings great new adventures for our friendly neighborhood SPIDER-MAN: from the sea, with DIVE ATTACK SPIDER-MAN, to the sky, with SKY-SPEED SPIDER-MAN, or even at night, with NIGHT MISSION SPIDER-MAN. Peter Parker has his work cut out for him!



MARVEL UNIVERSE 3 3/4 INCH ACTION FIGURES

(Approximate Retail Price: \$7.99; Ages 4 & up; Available now)

The MARVEL UNIVERSE 3 3/4 INCH ACTION FIGURE line is coming back with its exceptional articulation, poseability, and spot-on design. The new lineup of great classic characters from the Marvel Comics universe features heroes and villains from various comic-book storylines, including SPIDER-MAN, IRON MAN, CAPTAIN AMERICA and THOR.

SUPER HERO SQUAD SUPER HERO HEADQUARTERS

(Approximate Retail Price: \$29.99; Ages 3 & up; Available now)

The SUPER HERO SQUAD SUPER HERO HEADQUARTERS is a top-notch home base for IRON MAN and his trustworthy SUPER HERO SQUAD companions. This two-in-one vehicle converts from a high-flying headquarters complete with lights, sounds and shooting discs into a playset for the SUPER HERO SQUAD characters to fight the villains, as seen in the popular TV show "THE SUPER HERO SQUAD" on the Cartoon Network.



HOLIDAY GIFT GUIDE

Hasbro Boys' Brands

Star Wars



STAR WARS AT-AT

(Approximate Retail Price: \$99.99; Ages: 5 & up; Available now)

In space, size does matter, and Hasbro certainly kept that in mind when creating its all-new, highly detailed *STAR WARS* AT-AT. The AT-AT (All Terrain Armored Transport) played a significant role in the Empire's military assault in *THE EMPIRE STRIKES BACK*, and it will play an equally important role in every fan's toy collection this year! Measuring more than 24 inches tall, nearly 28 inches long, and 12 inches wide, this colossal vehicle holds up to 20 *STAR WARS* figures—6 of which can fit in its head alone!—and includes so many play and electronic features true to its on-screen counterpart that it's hard to believe! From the zip-line in its body and articulated legs for superb poseability, to its LED lights and authentic movie sounds and phrases, this is the must-have addition for *STAR WARS* fans of all ages. Includes a 3¾ inch AT-AT driver action figure and a pop-out speeder bike.

STAR WARS ACTION FIGURES WITH GALACTIC BATTLE GAME

(Approximate Retail Price: \$6.99 - \$24.99; Ages: 4 & up; Available now)

STAR WARS fans, prepare to battle your friends in head-to-head action and unlock the hidden powers of your favorite action figures. In 2010, a wide selection of Hasbro's *STAR WARS* 3¾ inch action figures will include the all-new *STAR WARS* ACTION FIGURES WITH GALACTIC BATTLE GAME. Each figure is packaged with a competitive gaming base, a unique battle attributes card and a die to play the game, allowing kids to interact with their *STAR WARS* action figures in a whole new way. Game on!



STAR WARS HAILFIRE DROID R/C VEHICLE

(Approximate Retail Price: \$59.99; Ages: 8 & up; Available now)

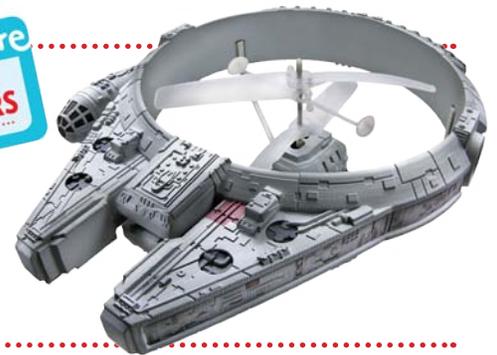
A Separatist droid's value in battle is based on two factors: firepower and aggression. And with the *STAR WARS* HAILFIRE DROID R/C VEHICLE, you have both! The first *STAR WARS* R/C vehicle to be offered in the 3¾ inch scale, this powerful droid vehicle is armed with 18 projectile-firing cannons that can be fired from the handheld remote to take on opponents from a distance. Sensitive remote-controlled handling makes this droid great for flips, stunts and taking down the 3¾ inch clone army. Between its versatile maneuverability and high-fire power, no galactic army should be without it! 3¾ inch CLONE TROOPER action figure included.



STAR WARS R/C MILLENNIUM FALCON

(Approximate Retail Price: \$49.99; Ages: 8 & up; Available now)

Han Solo once bragged that the *MILLENNIUM FALCON* made the Kessel Run in less than 12 parsecs... and now fans can give it their best shot with the all-new *STAR WARS* R/C *MILLENNIUM FALCON*! For the first time ever, the *MILLENNIUM FALCON*—the most beloved and iconic *STAR WARS* ship of all-time—is available as an indoor flying remote control vehicle. Measuring an impressive 11 inches long and 8 inches wide, the largest flying *STAR WARS* R/C to date is highly detailed, easy to fly and includes a charging controller and vehicle battery for up to five minutes of flying time.



STAR WARS GENERAL GRIEVOUS LIGHTSABER

(Approximate Retail Price: \$34.99; Ages: 6 & up; Available now)

JEDI warriors have long recognized the prowess of GENERAL GRIEVOUS as a highly skilled, elusive and often multiple-LIGHTSABER-wielding adversary. Now, kids can engage in LIGHTSABER battles just like this powerful cyborg with the new *STAR WARS: THE CLONE WARS* GENERAL GRIEVOUS LIGHTSABER. Battle with the power of GENERAL GRIEVOUS by spinning the two LIGHTSABERS simultaneously in one hand, take out the spinner and connect the two LIGHTSABERS for double-bladed LIGHTSABER action, or use the two separately to ward off an opponent. Both LIGHTSABERS include electronic lights and battle sounds!



HOLIDAY GIFT GUIDE

Hasbro Boys' Brands

Stocking Stuffers



HASBRO ACTION FIGURES

(Approximate Retail Price: \$5.99 - \$9.99; Ages: 4 & up; Available now)

Hasbro introduced action figures to the world more than four decades ago with a modest line of G.I. JOE action figures. Since then, Hasbro has created thousands of dynamic action figures that sport a variety of scales, detail and articulation. The toy lines have added characters to numerous iconic brands in addition to G.I. JOE, including TRANSFORMERS, STAR WARS and MARVEL. Hasbro continues its commitment to making innovative, fun and exciting action figures in 2010, offering dozens of new figures for die hard fans and novices alike.



TRANSFORMERS POWER CORE COMBINERS

(Approximate Retail Price: \$9.99 - \$19.99; Ages 5 & up; Available now)

The TRANSFORMERS POWER CORE COMBINERS introduce fans to an all-new assortment of figures that expand on the classic TRANSFORMERS play pattern. This new expression of figures combine with one another, in dozens of variations, to create a wide variety of larger COMBINER robots, with each figure serving as various body parts and weapons. Available in 2-packs and 5-packs.

STAR WARS LIGHTSABERS

(Approximate Retail Price: \$9.99 to \$19.99 to \$34.00 up to \$119.99; Available now)

2010 is the year of the LIGHTSABER! Hasbro is offering its widest range ever of STAR WARS LIGHTSABERS—the quintessential battle weapon for JEDI and SITH across the galaxy. Between the BASIC and ELECTRONIC LIGHTSABERS, Hasbro offers STAR WARS fans of all ages a variety of ways to engage with the noble weapon of the JEDI. The new ELECTRONIC LIGHTSABERS even offer a DVD featuring the greatest lightsaber battles ever, including epic duels from the animated television series and the live action battles between the most famous JEDI and SITH. (Each sold separately.)



HASBRO'S "HEROES" LINE-UP

(Approximate Retail Price: \$5.99; Ages 3 & up; Available now)

Children of all ages can now collect their favorite characters from Hasbro's most iconic brands with Hasbro's "Heroes" action figure line-up. The line features two-inch scale figures in a friendly and cartoonish styling that appeals to the youngest of fans. The various "Heroes" line-ups available in 2010 are:

- ROBOT HEROES (TRANSFORMERS)
- GALACTIC HEROES (STAR WARS)
- SUPER HERO SQUAD (MARVEL)

IRON MAN 2 ARC CHEST LIGHT

(Approximate Retail Price: \$6.99; Ages 4 & up; Available now)

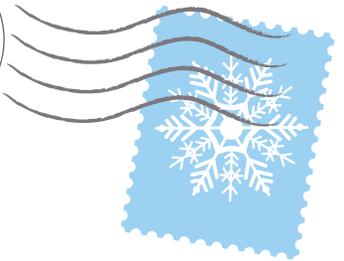
As fans know, TONY STARK's armored suit's technology hinges on drawing its power from the one-of-a-kind arc reactor in his chest. Now, all kids can pretend to draw their IRON MAN role-playing energy from the light-up IRON MAN 2 ARC CHEST LIGHT, which features power-up sounds and easily clips onto shirts.



HOLIDAY GIFT GUIDE

Hasbro Boys' Brands

Remote Control



IRON MAN 2 R/C WALKING IRON MAN

(Approximate Retail Price: \$49.99; Ages 4 & up; Available now)

An IRON MAN action figure so technologically advanced that even STARK INDUSTRIES is jealous! The IRON MAN 2 R/C WALKING IRON MAN figure is nearly as mobile and action-packed as his on-screen counterpart. Operated with a handheld remote control, this figure easily navigates forward across the floor or tabletop and is loaded with electronic lights, movie sounds, and projectiles that shoot from the figure's arms and shoulder rockets!

STAR WARS R/C MILLENNIUM FALCON

(Approximate Retail Price: \$49.99; Ages 8 & up; Available now)

Han Solo once bragged that the MILLENNIUM FALCON made the Kessel Run in less than 12 parsecs...and now fans can give it their best shot with the all-new STAR WARS R/C MILLENNIUM FALCON! For the first time ever, the MILLENNIUM FALCON—the most beloved and iconic STAR WARS ship of all-time—is available as an indoor flying remote control vehicle. Measuring an impressive 11 inches long and 8 inches wide, the largest flying STAR WARS R/C to date is highly detailed, easy to fly and includes a charging controller and vehicle battery for up to five minutes of flying time.



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Role Play



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IRON MAN 2 3-IN-1 REPULSOR GAUNTLET

(Approximate Retail Price: \$14.99; Ages 4 & up; Available now)

Kids can also recreate the action and excitement of the IRON MAN 2 movie with the IRON MAN 2 3-IN-1 REPULSOR gauntlet! Fans can blast adversaries by firing projectiles from the gauntlet, which features lights and sounds.

IRON MAN 2 ARC CHEST LIGHT

(Approximate Retail Price: \$6.99; Ages 4 & up; Available now)

As fans know, TONY STARK's armored suit's technology hinges on drawing its power from the one-of-a-kind arc reactor in his chest. Now, all kids can pretend to draw their IRON MAN role-playing energy from the light-up IRON MAN 2 ARC CHEST LIGHT, which features power-up sounds and easily clips onto shirts.



STAR WARS BOBA FETT HELMET

(Approximate Retail Price: \$34.99; Ages: 4 & up; Available now)

Show off your bounty hunting skills like Boba Fett, the greatest bounty hunter in the galaxy, with the STAR WARS BOBA FETT HELMET. Impressively designed and styled, the STAR WARS BOBA FETT HELMET allows children to pretend to be their favorite bounty hunter as featured in both the movie *THE EMPIRE STRIKES BACK* and the new animated series *STAR WARS: THE CLONE WARS*. The helmet also features electronic sounds and phrases and a light-up tracking scope!

STAR WARS GENERAL GRIEVOUS LIGHTSABER

(Approximate Retail Price: \$34.99; Ages: 6 & up; Available now)

JEDI warriors have long recognized the prowess of GENERAL GRIEVOUS as a highly skilled, elusive and often multiple-LIGHTSABER-wielding adversary. Now, kids can engage in LIGHTSABER battles just like this powerful cyborg with the new *STAR WARS: THE CLONE WARS* GENERAL GRIEVOUS LIGHTSABER. Battle with the power of GENERAL GRIEVOUS by spinning the two LIGHTSABERS simultaneously in one hand, take out the spinner and connect the two LIGHTSABERS for double-bladed LIGHTSABER action, or use the two separately to ward off an opponent. Both LIGHTSABERS include electronic lights and battle sounds!



TRANSFORMERS OPTIMUS PRIME CYBER SWORD

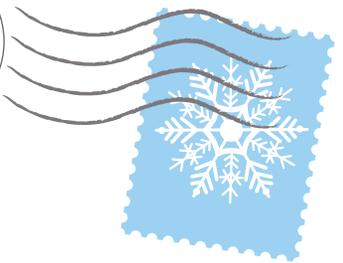
(Approximate retail price: \$19.99; Ages 4 & up; Available now)

The TRANSFORMERS OPTIMUS PRIME CYBER SWORD allows kids to role play just like the fearless leader of the AUTOBOTS and reenact their favorite battle scenes. Kids will enjoy its electronic lights, battle and conversion sounds, as well as key movie phrases.

HOLIDAY GIFT GUIDE

Hasbro Boys' Brands

"Kids at Heart"



TRANSFORMERS GENERATIONS ASSORTMENT: DELUXE SCALE

(Approximate Retail Price: \$12.99; Ages 5 & up; Available now)

This assortment of TRANSFORMERS action figures explores the many eras and different iterations of TRANSFORMERS characters and designs over the brand's 25+ year history. Highlights in the line include 4 "Cybertronian" figures based off of designs from the upcoming TRANSFORMERS: THE WAR FOR CYBERTRON video game from Activision—including characters BUMBLEBEE, OPTIMUS PRIME and MEGATRON.



G.I. JOE 3³/₄ INCH ACTION FIGURES

(Approximate Retail Price: \$5.99; Ages: 4 & up; Available now)

Build your team with over 30 figures to collect in 2010! Collect your favorite characters including SNAKE EYES, STORM SHADOW and DUKE in all new THE PURSUIT OF COBRA Desert, City, Jungle or Arctic themes. All figures come equipped with the high-tech gear they need to battle G.I. JOE or COBRA in any terrain. And, for the first time ever, Hasbro is releasing a COBRA COMMANDER figure in a special COBRA package—the only of its kind ever issued—sure to popular amongst the collecting community.

STAR WARS AT-AT

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STAR WARS 3³/₄ INCH VINTAGE ACTION FIGURES

(Approximate Retail Price: \$7.99; Ages: 4 & up; Available now)

In 2010, Hasbro is taking STAR WARS fans back to "a long time ago, in a galaxy far, far away" with 28 STAR WARS 3³/₄ inch VINTAGE ACTION FIGURES. The selection includes all-time favorite characters from throughout the six-film Saga, such as LUKE SKYWALKER, 4-LOM, DENGAR and HAN SOLO. Each of the figures in this assortment will feature the exceptionally accurate design and superb articulation customary to Hasbro's action figures, and they will be offered in packaging reminiscent to that of the original 1978-1984 STAR WARS packaging!

MARVEL UNIVERSE 3³/₄ INCH ACTION FIGURES

(Approximate Retail Price: \$7.99; Ages 4 & up; Available now)

The MARVEL UNIVERSE 3³/₄ INCH ACTION FIGURE line is coming back with its exceptional articulation, poseability, and spot-on design. The new lineup of great classic characters from the Marvel Comics universe features heroes and villains from various comic-book storylines, including SPIDER-MAN, IRON MAN, CAPTAIN AMERICA and THOR.

