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LITTLEST PET SHOP SPRING 2014 PRODUCT DESCRIPTIONS

BLYTHE BAXTER and her father live in Downtown City above the LITTLEST PET SHOP, a day camp for all kinds of amazing pets, including doggie diva ZOE TRENT, head hedgehog RUSSELL FERGUSON and resident artist monkey MINKA MARK. Big adventures ensue when BLYTHE discovers she can miraculously talk with her animal friends and notices these pets may be small in stature, but their personalities are larger than life! Fans can follow the adventures of BLYTHE and her friends on the “Littlest Pet Shop” animated series, created by Hasbro Studios and airing on The Hub TV Network in the US.

Get ready to Bobble in Style this spring with the big return of the LITTLEST PET SHOP bobble-head pets! These adorable pets will win over fans everywhere, with their cute new look and quirky bobbling motion! Fans can also put their pets into action, with new MAGIC MOTION pets and playsets. With 100+ pets to collect this Spring, fans can create a cute and vast collection that’s unique to them.

Fans can also connect with the brand using the LITTLEST PET SHOP app, which lets you help BLYTHE and her friends to adopt and take care of cute little pets! Fans can further express their personal style with the LITTLEST PET SHOP brand's global licensing program that features licensees across all major categories at retail including apparel, accessories, publishing and digital gaming.

New LITTLEST PET SHOP products for Spring 2014 include:

LITTLEST PET SHOP Collector Pack

(HASBRO/Ages 4 & up/Approx. Retail Price \$19.99/Available: Spring 14)

The fashionable pets of the LITTLEST PET SHOP can’t wait to show off their latest looks as they Bobble in Style down the charity ball red carpet alongside best friend BLYTHE BAXTER. Inspired by the “Littlest Pet Shop” animated TV series, the LITTLEST PET SHOP Collector Pack comes with seven different bobble-head pets including MINKA MARK monkey, ZOE TRENT dog, and PENNY LING panda. The collector pack has a unique fashion runway theme and the pets come with cute outfits and accessories. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP BLYTHE & PETS Pack

(HASBRO/Ages 4 years & up/Approx. Retail Price: \$16.99/Available: Spring 14)

Take this fashion-forward BLYTHE doll and her adorable pet friends on a spa day adventure pulled right from the “Littlest Pet Shop” animated TV series with the LITTLEST PET SHOP BLYTHE & PETS pack! The BLYTHE doll comes with two cute outfits and accessories so she can change up her stylish looks throughout the day. The LITTLEST PET SHOP BLYTHE & PETS pack comes with three miniature scale pets: MINKA MARK monkey, ZOE TRENT dog and PEPPER CLARK skunk. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP Condo Playset Assortment

(HASBRO/Ages 4 & up/Approx. Retail Price \$14.99 /Available: Spring 14)

Fans can take it easy with their LITTLEST PET SHOP pets in the LITTLEST PET SHOP Condo assortment. Whether it’s having a picnic in the tree house, or taking turns down the fire hydrant slide, pets can relax and play in their very own pet-themed play rooms. Each set in the LITTLEST PET SHOP Condo assortment comes with two bobble-head pets as well as a variety of accessories. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

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LITTLEST PET SHOP Multi-Pet Scene Pack Assortment

(HASBRO/Ages 4 years & up/Approx. Retail Price: \$12.99/Available: Spring 14)

The LITTLEST PET SHOP Multi-Pet Scene Pack assortment is the perfect starter kit for any LITTLEST PET SHOP fan. Each pack doubles as a convenient carry case, allowing fans to bring their favorite pets with them on the go. Whether it is a relaxing day at the spa with MINKA MARK monkey and ZOE TRENT dog, or walking the runway with PEPPER CLARK skunk and SUNIL NEVLA mongoose, fans of the “Littlest Pet Shop” animated series will enjoy the assortments as each resembles a location in Downtown City. Each pack includes two full size bobble-head pets and multiple themed accessories. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP DECO PET Assortment

(HASBRO/Ages 6 & up/Approx. Retail Price: \$9.99/Available: Spring 14)

Fans can design their pet to look the way they want with the LITTLEST PET SHOP DECO PETS assortment. MINKA MARK monkey and PENNY LING panda are already adorable in the “Littlest Pet Shop” animated series, but once fans add a dash of creativity with the fashionable stickers and colorful markers, these pets have a look that’s totally unique. Each sold separately. Available at most major toy retailers nationwide.

LITTLEST PET SHOP Favorite Pets Assortment

(HASBRO/Ages 4 years & up/Approx. Retail Price: \$3.99/Available: Spring 14)

Fans can collect exciting and adorable new pets from the “Littlest Pet Shop” animated series. Each of the LITTLEST PET SHOP Favorite Pets Assortment packs include one stylish mommy pet with bobble-head motion and fabric bow, one baby pet, and a fun accessory making these the ultimate collectable pets. With 12 pairs to collect, fans can Bobble in Style with their favorite pets, including a Bulldog, White Tiger, and Bunny. Each pack sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP Singles Assortment

(HASBRO/Ages 4 & up/Approx. Retail Price \$2.99 /Available: Spring 14)

Bobble in Style this spring with the return of the fan-favorite bobble-head pets in the LITTLEST PET SHOP Singles assortment. Fans can collect 24 adorable pets from the “Littlest Pet Shop” animated series, including ZOE TRENT spaniel, SUNIL NEVLA mongoose, and PENNY LING panda – as well as tons of other cute pets like dogs, cats and birds! Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP Blind Bags

(HASBRO/Ages 4 & up/Approx. Retail Price \$2.49/Available: Spring 14)

Fans never know which new exciting pet they will collect next with the LITTLEST PET SHOP Blind Bag Assortment! Each blind bag contains one of 48 uniquely themed pets for fans to collect. Each sold separately. Available at most major toy retailers nationwide.

The 2014 LITTLEST PET SHOP MAGIC MOTION collection includes:

LITTLEST PET SHOP MAGIC MOTION MINI Playset

(HASBRO/Ages 4 years & up/Approx. Retail Price: \$19.99/Available: Spring 14)

The LITTLEST PET SHOP MAGIC MOTION MINI playset allows fans to play with MINKA MARK monkey in a fun new way. Fans can help Minka paint in her studio, and when she’s tired, can put her in her hammock where she really closes her eyes to nap! She never lounges for long, though – MINKA MARK can hang upside-down on her monkey bars, swing in her swing set, and fans can help feed MINKA MARK when she’s hungry for a banana snack. Available at most major toy retailers nationwide and on HasbroToyShop.com.

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LITTLEST PET SHOP MAGIC MOTION Story Packs

(HASBRO/Ages 4 years & up/Approx. Retail Price: \$14.99/Available: Spring 14)

Fans can create sweet family stories with the fun reactions and accessories in the LITTLEST PET SHOP MAGIC MOTION Story Packs. Each pack comes with one large mommy pet, three adorable baby pets and accessories for fans to act out their favorite mommy and baby storylines. Whether nurturing or playing with the baby pets, see the mommy pet react and move when she snuggles her babies close. Each sold separately. Available at most retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP MAGIC MOTION Feature Pet with Accessory

(HASBRO/Ages 4 years & up/Approx. Retail Price: \$9.99/Available: Spring 14)

Pulled right from the “Littlest Pet Shop” animated series, the LITTLEST PET SHOP MAGIC MOTION ENVIRONMENTS assortment offers different storytelling possibilities by allowing fans to dance with VINNIE TERRIO gecko in a dance studio, or play dress-up with ZOE TRENT dog on a runway. Each theme gives fans fun pieces and pets to act out their stories. Push the pet’s head to make them move, or put them on their environment accessory and see them move in a different way! Fans can collect all four this spring. Each sold separately. Available at most retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP MAGIC MOTION Feature Pet

(HASBRO/Ages 4 years & up/Approx. Retail Price: \$5.99/Available: Spring 14)

Take care of your favorite LITTLEST PET SHOP pets! Each of the LITTLEST PET SHOP MAGIC MOTION pets moves when you press its head. Fans can collect all 4 characters this Spring, including PENNY LING panda, who ribbon dances, and SUNIL NEVLA mongoose, who will wave his magic wand. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

Returning LITTLEST PET SHOP products for 2014 include:

LITTLEST PET SHOP MAGIC MOTION Day Camp Playset

(HASBRO/Ages 4 & up/Approx. Retail Price: \$29.99/Available: Spring 14)

The LITTLEST PET SHOP MAGIC MOTION Playground magically allows kids to play with RUSSEL FERGUSON the hedgehog in a fun new way. Place the LITTLEST PET SHOP pet in the top of the playground to activate the whirl-around swing. RUSSELL the hedgehog really runs and wiggles his ears when you turn the wheel. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP Playset

(HASBRO/Ages 4 years & up/Approx. Retail Price: \$29.99/Available: Spring 14)

Fans will be delighted to act out favorite moments from the popular LITTLEST PET SHOP animated series with the LITTLEST PET SHOP Playset! The two-story pet shop has a habitrail for the ROLLEROOS pet friends to ride through, and they can take a spin in the hamster wheel! For a double dose of fun, fans can detach the front and back portions of the building to create two separate play spaces. The PET SHOP playset includes PENNY LING Panda, an exclusive ferret pet, and two ROLLEROOS pet friends from the cast of the “Littlest Pet Shop” animated series, along with accessories. Additional pets sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

LITTLEST PET SHOP BLYTHE and Pet Assortment

(HASBRO/Ages 4 years & up/Approx. Retail Price: \$9.99/Available: Spring 14)

BLYTHE is always looking for fun and adventure with her LITTLEST PET SHOP pals. Fans can join the fun with items such as the FANCY FUN PARTY set or the CUPCAKE CARRYOUT set. The BLYTHE doll comes with one pet friend, and each set is inspired by the “Littlest Pet Shop” animated series. Each set sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.