



MY LITTLE PONY 2015 PRODUCT DESCRIPTIONS

The beloved MY LITTLE PONY brand is bringing the CUTIE MARK MAGIC to life in 2015 with an array of colorful ponies and playsets adorned with the classic CUTIE MARK patterns! Fans can proudly show off their favorite pony's signature design with detachable charms, themed stickers, and even a CUTIE MARK necklace for their pony! Fans of all ages will adore acting out imaginative stories of their own with MY LITTLE PONY figures, playsets and vehicles inspired by the "My Little Pony Friendship is Magic" animated series created by Hasbro Studios, airing on The Discovery Family Network.

A worldwide perennial favorite, MY LITTLE PONY is an evergreen lifestyle brand. In 2014, over 200 top-tiered licensees around the world in more than 17 categories will bring MY LITTLE PONY branded products inspired by the "My Little Pony Friendship is Magic" animated series to the global marketplace ranging from publishing to digital gaming to apparel, plush, housewares and fashion & beauty. Fans of the beloved brand can also "make friends" with MY LITTLE PONY on [Facebook](#), watch videos on [YouTube](#), see full episodes of the "My Little Pony Friendship is Magic" animated series on Netflix, and find details on the array of product, promotions, and more on [MyLittlePony.com](#).

New MY LITTLE PONY products for Spring 2015 include:

MY LITTLE PONY GLAMOUR GLOW RARITY Pony Figure

(Ages 3 years & up/Approx. Retail Price: \$19.99/Available: Spring 2015)

The MY LITTLE PONY GLAMOUR GLOW RARITY pony figure is ready to shine with her dazzling, light-up CUTIE MARK accents! Kids will love to comb and style this pretty pony's beautiful, long mane. Adorn her with a variety of hair accessories and stickers, then press her CUTIE MARK to light up her legs horn & leg, letting her diamonds shine! The MY LITTLE PONY GLAMOUR GLOW RARITY pony figure comes with a comb, hair accessories and CUTIE MARK stickers. Includes 3 button-cell batteries. Available at most major toy retailers nationwide and on [HasbroToyShop.com](#).

MY LITTLE PONY PRINCESS TWILIGHT SPARKLE CHARM CARRIAGE Playset

(Ages 3 years & up/Approx. Retail Price: \$14.99/Available: Spring 2015)

Travel in style with all of your favorite ponies in the MY LITTLE PONY PRINCESS TWILIGHT SPARKLE CHARM CARRIAGE Playset! Venture through the whimsical land of PONYVILLE in this playful carriage that you can decorate with PRINCESS TWILIGHT SPARKLE pony's treasured charms. This whimsical vehicle includes PRINCESS TWILIGHT SPARKLE pony figure, tiara, carriage, and collectible charms. Available at most major toy retailers nationwide and on [HasbroToyShop.com](#).

MY LITTLE PONY 6-INCH Fashion Pony Assortment

(Ages 3 years & up/Approx. Retail Price: \$14.99/Available: Spring 2015)

Show off the latest fashion fun and CUTIE MARK style with your favorite pony friends with the MY LITTLE PONY 6-INCH Fashion Pony assortment! Dress-up play is so much fun with these charming six-inch ponies. Each pony figure features a colorful outfit, matching shoes, accessories, and collectible CUTIE MARK charms! Choose your favorite fashionable pony: SUNSET SHIMMER or PRINCESS CADANCE pony figures. In the Fall, keep an eye out for COCO POMMEL, PINKIE PIE, RARITY, and RAINBOW DASH pony figures. These Fall pony figures will feature a code you can scan to unlock more fun in the MY LITTLE PONY app! Each sold separately. Available at most major toy retailers nationwide and on [HasbroToyShop.com](#).

MY LITTLE PONY FRIENDSHIP CHARM WINGS Pony Assortment

(Ages 3 years & up/Approx. Retail Price: \$9.99/Available: Spring 2015)

Your favorite pony friends are more charming than ever in the MY LITTLE PONY FRIENDSHIP CHARM WINGS Pony assortment! Each 3-inch pony figure has beautiful wings and comes with CUTIE MARK charms to collect and attach. Mix and match these pony figures and charms to make each pony uniquely yours! Assortment of 3: HONEY RAYS, RAINBOW DASH, and FLUTTERSHY. In the Fall, keep an eye out for RARITY, BUTTONBELLE and TRIXIE LULAMOON pony figures who each will be paired up with 3 of their winged, fairy friends, the Breezies. These Fall pony figures will feature a code you can scan to unlock more fun in the MY LITTLE PONY app! Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

MY LITTLE PONY WATER CUTIE Assortment

(Ages 3 years & up/Approx. Retail Price: \$7.99/Available: Spring 2015)

Watch your favorite MY LITTLE PONY WATER CUTIE assortment friends sparkle and shine with CUTIE MARK glitter inside the pony figure! A gentle shake will make your pony figure twinkle as her signature CUTIE MARK glitter swirls around for you to see! For even more fashion play, each 3-inch glittering pony figure comes with a comb so you can style her hair! Choose between RARITY, DIAMOND MINT or PINKIE PIE pony figures. In the Fall, keep an eye out for BLOSSOMFORTH, LILY VALLEY and RAINBOW DASH pony figures featuring glitter-filled wings. These Fall pony figures will feature a code you can scan to unlock more fun in the MY LITTLE PONY app! Each sold separately. Available at major toy retailers and on HasbroToyShop.com.

MY LITTLE PONY Charm Friends Pony Assortment

(Ages 3 years & up/Approx. Retail Price: \$4.99/Available: Spring 2015)

These pony friends come complete with CUTIE MARK MAGIC style! With highlighted hair and CUTIE MARKS galore, each pony figure features her own necklace and attachable CUTIE MARK charm. Collect your favorite pony friends, and mix and match your charms! (Each sold separately.) 9 pony figures across 3 Spring waves: APPLEJACK, PRINCESS TWILIGHT SPARKLE, SWEETIE DROPS, RAINBOW DASH, SKYWISHES, SUNSET SHIMMER, PINKIE PIE, FLUTTERSHY, and FLOWER WISHES. Available at most major toy retailers nationwide and on HasbroToyShop.com.

MY LITTLE PONY BLIND BAG Assortment

(Ages 3 years & up/Approx. Retail Price: \$2.49/Available: Spring 2015)

These colorful mini-pony figures in the MY LITTLE PONY BLIND BAG assortment are a great way to collect the wide world of MY LITTLE PONY friends! There are 24 different pony characters to collect. In the Fall these will include 5 special characters from SWEET APPLE ACRES. Each bag includes one mini-pony figure and a collector card. Collect all 24 characters to create a colorful rainbow of pony friends! Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

New MY LITTLE PONY products for Fall 2015 include:

MY LITTLE PONY CANTERLOT CASTLE Playset

(Ages 3 years & up/Approx. Retail Price: \$79.99/Available: Fall 2015)

It's a castle fit for a princess! Create mystical, royal adventures in the incredible three-story MY LITTLE PONY CANTERLOT CASTLE Playset. Venture up the grand staircase leading to a beautiful throne that can slide up and down between floors. Fans can instantly become a princess by wearing the detachable tiara atop of the castle. Playset includes a special edition PRINCESS CELESTIA pony figure, SPIKE THE DRAGON figure, tiara and themed accessories. Throughout the castle, there will be 7 codes you can scan to unlock more fun in the MY LITTLE PONY app! Available at most major toy retailers nationwide and on HasbroToyShop.com.

MY LITTLE PONY PINKIE PIE RC SCOOTER Vehicle

(Ages 3 years & up/Approx. Retail Price: \$29.99/Available: Fall 2015)

This MY LITTLE PONY remote control scooter revs up lots of fun! Use the CUTIE MARK remote control to steer the scooter and honk the horn as PINKIE PIE rides along. Scan your pony's code to unlock more fun in the MY LITTLE PONY app! Requires 2 AA batteries, not included. Set includes scooter, remote control, and a 6-inch PINKIE PIE pony figure. Available at most major toy retailers nationwide and on HasbroToyShop.com.

MY LITTLE PONY RARITY BOOKTIQUE Playset

(Ages 3 years & up/Approx. Retail Price: \$29.99/Available: Fall 2015)

The MY LITTLE PONY RARITY BOOKTIQUE Playset is the perfect place to play with your favorite pony friends! Step inside of RARITY pony's fabulous boutique and see where all the magic happens as the book-like playset opens to reveal numerous backdrops. Turn the pages to set the scene in RARITY pony's bedroom, bathroom, or dressing room! It even folds like a book for easy storage and comes with a handle for on-the-go play! Throughout the booktique, there will be 4 codes you can scan to unlock more fun in the MY LITTLE PONY app! This fun set includes a 3-inch RARITY pony figure and themed accessories. Available at most major toy retailers nationwide and on HasbroToyShop.com.

Returning MY LITTLE PONY products for 2015 include:

MY LITTLE PONY FRIENDSHIP RAINBOW KINGDOM Playset

(Ages 3 years & up/Approx. Retail Price: \$39.99/Available: Spring 2015)

MY LITTLE PONY fans can discover the newest royal empire inside the FRIENDSHIP RAINBOW KINGDOM castle playset, a grand three level palace fit for a pony princess! Use the friendship keys to unlock a number of magical accessories within the kingdom, including a wardrobe, vanity, book, and front door. Pony friends can travel the kingdom in style on the rolling cloud car, taking a ride down a fun swirly slide. Stops along the way include a lookout tower, golden balcony, swing, and more. Includes Special Edition PRINCESS TWILIGHT SPARKLE pony figure, key, cloud car, and themed accessories. Available at most major toy retailers nationwide and on HasbroToyShop.com.

MY LITTLE PONY Princess Pack Assortment

(Ages 3 years & up/Approx. Retail Price: \$12.99/Available: Spring 2015)

Each pony figure in the MY LITTLE PONY Princess Pack assortment features glimmering strands of hair in her mane, which can be styled with the included comb and tiara. With two pony figures in each pack, pony fans are in for a royal play date! Collect PRINCESS CADANCE and APPLEJACK pony figures, PRINCESS TWILIGHT SPARKLE and RAINBOW DASH pony figures, PRINCESS STERLING and FLUTTERSHY pony figures, and Princess Heart and PINKIE PIE pony figures. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

MY LITTLE PONY Multi-Character Pack Assortment

(Ages 3 years & up/Approx. Retail Price: \$9.99/Available: Spring 2015)

Unlock the magic of friendship with these fun MY LITTLE PONY friends. Each set in the MY LITTLE PONY Multi-Character Pack assortment includes a pony figure along with a cute BREEZIE friend, locket and key. Each little BREEZIE friend fits inside the locket, and the key unlocks it! Choose from PRINCESS TWILIGHT SPARKLE and SUNSET BREEZIE pony figures or FLUTTERSHY and SEA BREEZIE pony figures. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

MY LITTLE PONY Pinkie Pie's Rainbow Helicopter Playset

(Ages 3 years & up/Approx. Retail Price: \$14.99/Available: Spring 2015)

This mini-playset/vehicle provides a fashion-forward place to play with your ponies! This fashion on the fly helicopter features a colorful rainbow propeller that manually spins. Helicopter door opens and closes, keeping the Pinkie Pie pony figure and all her fun accessories neatly in one place. Available at most major toy retailers nationwide and on HasbroToyShop.com.

PRINCESS TWILIGHT SPARKLE REFRESH

(Ages 3 years & up/Approx. Retail Price: \$19.99/Available: Spring 2015)

PRINCESS TWILIGHT SPARKLE is ready to get dressed up with pony style! Dress up this pretty princess in her royal tiara, colorful shoes and lovely rainbow dress. Style her hair with the barrettes and comb. Fun, rainbow wing decorations clip on to her wings for a special, dressed-up look! Available at most major toy retailers nationwide and on HasbroToyShop.com.

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