



Media contact: Kaylie Nelson/Christie Damato  
Litzky Public Relations  
(201) 222-9118  
[knelson@litzkypr.com](mailto:knelson@litzkypr.com)  
[cdamato@litzkypr.com](mailto:cdamato@litzkypr.com)

## **PLAYSKOOL HEROES 2014 PRODUCT DESCRIPTIONS**

The PLAYSKOOL HEROES product line is specifically designed for curious and courageous younger kids looking to jump into big kid action! Based on characters from TRANSFORMERS and MARVEL, these figures and playsets will have little ones changing from child to super hero in no time! With the introduction of all-new mighty RESCUE DINOBOT figures, RC vehicles, and larger than life heroes, nearly endless adventures are right around the corner!

### **TRANSFORMERS RESCUE BOTS**

Roar and rescue! With a fun twist on the classic TRANSFORMERS RESCUE BOTS collection, the 2014 line offers new forms for the Bots. Little adventurers can now convert their favorite RESCUE BOTS character from a robot to a vehicle or robot to a mighty dinosaur! Specifically designed for younger kids who want all the fun and adventure of big kid action figures, this new line up is easy to convert and engages the imagination.

#### **TRANSFORMERS RESCUE BOTS RESCAN Assortment**

(Ages 3-7 years /Approx. Retail Price: \$9.99/Available: May 14)

More forms means more fun! The iconic RESCUE BOTS characters are taking new form and can now convert into an all-new vehicle mode! OPTIMUS PRIME robot now rolls to the rescue as a monster truck, BUMBLEBEE bot converts into a motorcycle, and HEATWAVE robot can save the day as a high speed FIRE-BOAT. Perfect for those active preschoolers in the family, kids will never get bored when they can take their bots on entirely new adventures! Available in May, OPTIMUS PRIMAL (T-Rex) and BUMBLEBEE (Raptor) figures will be added to the assortment. For fall, the core cast of Rescue Bots will appear as BLADES THE COPTER-BOT, CHASE THE POLICE-BOT, AND BOULDER THE CONSTRUCTION-BOT will make their appearances, each with new vehicle forms! Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com

#### **TRANSFORMERS RESCUE BOTS FIGURE 2-PACK Assortment**

(Ages 3-7 years /Approx. Retail Price: \$6.99/Available: Spring 14)

The bots are back, and better than ever! Designed for little hands, the two-pack collection includes the iconic characters from the television show (rated TV-Y7) in all new forms! With recognizable characters and friendly faces, each pack contains two adventurous figures that are perfect for preschool play. Choose from OPTIMUS PRIME, HEATWAVE THE FIRE-BOT, BUMBLEBEE, and BLADES THE COPTER-BOT figures; each sold separately. Product does not convert. DANI BURNS will make an appearance in late spring marking the first every female character from the TV Show to make its way into toy form. Available at most major toy retailers nationwide and on HasbroToyShop.com.

#### **TRANSFORMERS RESCUE BOTS OPTIMUS PRIMAL Figure**

(Ages 3-7 years /Approx. Retail Price: \$34.99/Available: Fall 14)

OPTIMUS PRIME robot goes primal! With one simple twist of the torso, everyone's favorite AUTOBOT hero will convert from bot to Tyrannosaurus Rex! The OPTIMUS PRIMAL figure features over 20 phrases and dino sound effects and will even let out a load 'roar' in dino mode. Little adventurers won't be able to resist the awesome special effects, like the blue Energize Hide activation panel, dino chomping action, and working rescue drill. Requires 3 AA batteries, demo batteries included. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **TRANSFORMERS RESCUE BOTS EPIC OPTIMUS PRIME Figure**

(Ages 3-7 years /Approx. Retail Price: \$29.99/Available: Fall 14)

Get ready for an epic adventure with this massive bot! At 22-inches tall, your little hero can tackle even bigger missions with his favorite RESCUE BOTS characters! The EPIC OPTIMUS PRIME toy will make the ultimate command center playset for your preschooler's collection of two-inch RESCUE BOTS characters (each sold separately), and parents will love that the EPIC OPTIMUS PRIME figure doubles as an easy-to-use storage kit. Use the rescue tools from the RESCUE BOTS ENERGIZE figures (each sold separately) to enhance the epic play! Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **TRANSFORMERS RESCUE BOTS HEATWAVE THE RESCUE DINOBOT Figure**

(Ages 3-7 years /Approx. Retail Price: \$19.99/Available: Fall 14)

Little adventurers will meet their ultimate mighty match, the HEATWAVE THE RESCUE DINOBOT figure! With cool dinosaur sounds, lights, and realistic chomping action, the HEATWAVE THE RESCUE DINOBOT character has taken on a whole new look as BRONTOSAURUS RESCUE DINOBOT figure! The colossal DINOBOT figure also has a telescopic neck that moves up and down so he can activate rescue mode and help save the day! This bot does not convert. Requires 3 AA batteries, demo batteries included. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **TRANSFORMERS RESCUE BOTS EPIC FIGURE Assortment**

(Ages 3-7 years /Approx. Retail Price: \$9.99/Available: Fall 14)

Your little heroes can join in on epic RESCUE BOTS adventures with the EPIC FIGURE assortment. Standing at 12-inches tall, the RESCUE BOTS are ready to rush into heroic action and help save the day! These bots have an added feature; open their chest to place your preschooler's two-inch RESCUE BOTS characters (each sold separately) in so the RESCUE BOTS can carry their human friends around during missions just like in the TV show! Assortment includes HEATWAVE THE FIRE BOT, CHASE THE POLICE BOT, BLADES THE FLIGHT BOT, and BOULDER THE CONSTRUCTION BOT characters; each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **TRANSFORMERS RESCUE BOTS MINI DINO Assortment**

(Ages 3-7 years /Approx. Retail Price: \$3.99/Available: Fall 14)

Meet the RESCUE DINO BOTS characters! The TRANSFORMERS RESCUE BOTS characters are featured in dino form. Each figure has easy conversion and a dino feature! At over three-inches tall, these figures may be miniature – but they're ready for big adventures! Assortment includes HEATWAVE THE FIRE-BOT as a Brontosaurus, BLADES THE COPTER-BOT as a Pterodactyl, BOULDER THE CONSTRUCTION-BOT as a Triceratops, and CHASE THE POLICE-BOT as a Stegosaurus; figures each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

## **MARVEL SUPER HERO ADVENTURES**

Little heroes can become the Masters of KAPOW with the new MARVEL SUPER HERO ADVENTURES collection! Watch as kids pretend to change from child to super hero right before your eyes and become the defender of your home! Whether they're pretending to swing into web-blasting fun with SPIDER-MAN or bulldozing through walls with HULK, your little hero can save the day, everyday! With all new water play toys, kids can continue the adventure.

### **SUPER HERO ADVENTURES SPIDER-MAN SPIDER STRIKE PLANE**

(Ages 3-7 years /Approx. Retail Price: \$21.99/Available: May 14)

Soar into action with a new iconic SPIDER-MAN vehicle! The SPIDER STRIKE PLANE vehicle will help your 5" SPIDER-MAN figure reach new heights. With launching web projectiles, this iconic vehicle will let your preschooler's imagination soar with their favorite super hero! Available at most major toy retailers nationwide and on HasbroToyShop.com

### **SUPER HERO ADVENTURES WEB STRIKE TANK WITH SPIDER-MAN**

(Ages 3-7 years /Approx. Retail Price: \$19.99/Available: Spring 14)

When SPIDER-MAN needs heavy-duty armor, he climbs into his all new WEB STRIKE TANK vehicle. With capture-claw action and an articulated tail that launches a “stinger” projectile, he tracks down and captures the toughest villains! Includes 2” SPIDER-MAN figure, WEB STRIKE TANK, and launching stinger. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **SUPER HERO ADVENTURES SPIDER-MAN VEHICLE WITH FIGURE Assortment**

(Ages 3-7 years /Approx. Retail Price: \$12.99/Available: Spring 14)

Each vehicle in this adventuresome assortment features a signature SPIDER-MAN character and a fully equipped vehicle ready to come to the rescue! Joining the Stunt Buggy and Stunt Wing Plane are two new vehicles, the WEB WHEELIN’ BIKE with ULTIMATE SPIDER-MAN and the ARACHNO-BLADE COPTER with BIG TIME SPIDER-MAN; each sold separately. These iconic Super Hero vehicles will have preschoolers ready to race, fly, or wheelie to the rescue at a moment’s notice! Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **SUPER HERO ADVENTURES SPIDER-MAN 5” ACTION GEAR FIGURE Assortment**

(Ages 3-7 years /Approx. Retail Price: \$7.99/Available: Spring 14)

Plus up your five-inch figure collection with a villain: GREEN GOBLIN! Squeeze their legs for signature heroic or villainous actions! Assortment includes SPIDER-MAN, ARMORED SPIDER-MAN, and now GREEN GOBLIN; each sold separately.

### **SUPER HERO ADVENTURES SPIDER-MAN FIGURE 2-PACK Assortment**

(Ages 3-7 years /Approx. Retail Price: \$6.99/Available: Spring 14)

Designed for little hands, the new FIGURE 2-PACK assortment features all new villains, including VENOM and ELECTRO! With friendly faces and easy to move parts, preschoolers can get ready to save the day! Choose between a SCARLETT SPIDER-MAN & VENOM, IRON SPIDER-MAN & ELECTRO, SPIDER-MAN & GREEN GOBLIN, SPIDER-MAN & DOC OCK, SPIDER-MAN & LIZARD, and SPIDER-MAN & RHINO two-packs; each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **SUPER HERO ADVENTURES FIGURE 2-PACK Assortment**

(Ages 3-7 years /Approx. Retail Price: \$6.99/Available: Spring 14)

Jump into heroic adventures with iconic super hero characters! Perfect for little hands, the FIGURE 2-PACK assortment features easy to move parts and friendly faces designed for preschool play! The new two-pack includes IRON MAN & WAR MACHINE. WOLVERINE & IRON FIST two-pack will be available in fall 2014. Also available are IRON MAN & DOC DOOM, CAPTAIN AMERICA & WOLVERINE, and HULK & THOR two-packs. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **SUPER HERO ADVENTURES WEB ‘EM SPIDER-MAN**

(Ages 3-7 years /Approx. Retail Price: \$34.99/Available: Fall 14)

Your friendly neighborhood Spider-Man is ready for a dance-off showdown. Introducing the new WEB ‘EM SPIDER-MAN animatronic plush figure that can sing, dance, and talk. WEB ‘EM SPIDER-MAN also sings the Spider-Man theme songs and says fun phrases. Sing and dance with everyone's favorite web-slinger! Available at select retailers.

### **SUPER HERO ADVENTURES SMASH ACTION HULK Figure**

(Ages 3-7 years /Approx. Retail Price: \$19.99/Available: Fall 14)

Little ones can use their super KaPower strength with this large scale electronic HULK action figure! Activate HULK smashing action by moving his legs, and then HULK smash with his oversized plush fists! The more HULK punches you throw, the faster the HULK will move his fists! This large scale plastic action figure has over ten fun phrases and sounds. Requires 2 AA batteries, demo batteries included. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **SUPER HERO ADVENTURES SLING ACTION SPIDER-MAN Figure**

(Ages 3-7 years /Approx. Retail Price: \$19.99/Available: Fall 14)

With strength and agility, this SPIDER-MAN action figure is one KaPowerful hero! Activate SPIDER-MAN web slinging action by moving his legs back and forth and then pretend to spin webs with his oversized plush fists! Hear over 10 fun phrases and sound effects! This figure is perfect for preschool play! Requires 2 AA batteries, demo batteries included. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **SUPER HERO ADVENTURES CAPTAIN AMERICA SHIELD LAUNCHER Toy**

(Ages 3-7years /Approx. Retail Price: \$14.99/Available: Fall 14)

Get ready to KaPow with the CAPTAIN AMERICA SHIELD LAUNCHER toy! Kid's can take on their very own heroic missions with CAPTAIN AMERICA'S shield that launches foam balls for fun Super Hero role play! Pull back the sling to launch a soft foam ball! Set comes with the shield and three foam balls. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **SUPER HERO ADVENTURES SPIDER-MAN WEB SPLASH SPIDER BOAT Toy**

(Ages 3-7 years /Approx. Retail Price: \$14.99/Available: Fall 14)

Get ready for fun water play with the new SPIDER-MAN WEB SLASH SPIDER BOAT toy! Help SPIDER-MAN defeat the villains by squeezing the trigger and launching water out of the twin water blasters at the targets! Set includes SPIDER-MAN figure, targets, and floating vehicle Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **SUPER HERO ADVENTURES SPIDER-MAN WATER WEB Shooter**

(Ages 3-7 years/Approx. Retail Price: \$9.99/Available: Fall 14)

Now your little hero can continue the adventure in the water, with the SPIDER-MAN WATER WEB shooter! Preschoolers can put on their SPIDER-MAN glove and sling "water webs" at any of the 3 villain targets included. Just give the chamber a quick squeeze and watch as the water webs spray into the air! Set includes one glove and GREEN GOBLIN, ELECTRO, AND DOC OCK targets. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **SUPER HERO ADVENTURES MINI MASTERS LAUNCHERS Pack**

(Ages 3-7 years /Approx. Retail Price: \$9.99/Available: Fall 14)

Get ready for action and launch the KaPower! Help your favorite hero save the day and pretend to defeat the villains! Little adventurers can press down on the superhero's back and watch as they launch and crash into the vehicle to activate the KaPow action! Assortment includes Super Hero figure and vehicle. Choose from HULK or SPIDER-MAN; each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **SUPER HERO ADVENTURES MINI MASTERS FIGURE Assortment**

(Ages 3-7 years /Approx. Retail Price: \$4.99/Available: Fall 14)

Little heroes can activate their favorite Super Hero's KaPower! Kids can grab their favorite MARVEL characters and push down on their heads to see them reveal their super power! Choose from CAPTAIN AMERICA, WOLVERINE, IRON MAN, SPIDER-MAN, and HULK; each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.