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### **LITTLEST PET SHOP FALL 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.

This fall, LITTLEST PET SHOP empowers fans to “Be who they wanna be!” with a new way to play that offers the freedom to design their own PET SHOP world, their way. Fans can create their own Downtown City, with customizable style sets and figures and pets inspired by the “Littlest Pet Shop” animated series. Fans can collect and stack the style sets vertically or horizontally to create a unique ‘city skyline,’ then decorate and style the sets with Deco Bits -- unique, small accessories that plug into the environments for a little added glamour – as well as stickers and other decorative pieces. Fans can also collect and customize 100+ new pets, straight from the entertainment!

Fans of the franchise can connect with their favorite pets digitally in the new, integrated, LITTLEST PET SHOP app set to launch early summer. Fans can scan the pets they collect to bring them to life virtually in the app! Once pets are collected, fans can entertain, play with, and care for their pets, and with each pet they collect, they unlock new rooms and accessories to design their own LITTLEST PET SHOP world, digitally.

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.

#### **LITTLEST PET SHOP Style Set**

(Ages 6 years & up/Approx. Retail Price: \$39.99/Available: Fall 14)

Pulled right from the “Littlest Pet Shop” animated series, the LITTLEST PET SHOP style set is the hub of all activity for BLYTHE and her pet friends. Fans can create and decorate this stackable and customizable set with 135 pieces, including wall panels, accessories, reversible scene backdrop, stickers and Deco Bits –unique, small accessories that plug into LITTLEST PET SHOP pets and style sets for a little added glamour. Then fans can style their own pet shop, with colorful curtains, fabric rug, bookshelf, and other decorative pieces. Style set comes with three exclusive LITTLEST PET SHOP pets, including MINKA MARK monkey, SUNIL NEVLA mongoose, and KITTERY BANTER cat. The LITTLEST PET SHOP style set can be stacked with other LITTLEST PET SHOP style sets from Downtown City for additional world play. Each style set sold separately. Available at most major toy retailers nationwide and on [HasbroToyShop.com](http://HasbroToyShop.com).

#### **LITTLEST PET SHOP BLYTHE BEDROOM Style Set**

(Ages 6 years & up/Approx. Retail Price: \$29.99/Available: Fall 14)

Fashionista BLYTHE BAXTER loves to decorate her room and mix things up! Fans can now design a room alongside their style savvy friend with the LITTLEST PET SHOP BLYTHE’S BEDROOM style set. This stackable and customizable style set lets fans create and decorate BLYTHE’S bedroom with over 95 accessories, including wall panels, a reversible scene backdrop, stickers and Deco Bits –unique, small accessories that plug into LITTLEST PET SHOP pets and style sets for a little added glamour. Fans can add some finishing touches to the room with decorative accessories, including a bed, chair, fabric rug and nightstand. The style set comes with two LITTLEST PET SHOP figures, a BLYTHE doll and PENNY LING panda. The LITTLEST PET SHOP BLYTHE’S BEDROOM style set can be stacked with other LITTLEST PET SHOP style sets from Downtown City for additional world play. Each style set sold separately. Available at most major toy retailers nationwide and on [HasbroToyShop.com](http://HasbroToyShop.com).

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### **LITTLEST PET SHOP PET DAY CAMP Style Set**

(Ages 6 years & up/Approx. Retail Price: \$29.99/Available: Fall 14)

The pets of Downtown City can't wait to play at the LITTLEST PET SHOP PET DAY CAMP style set. This stackable, fun-filled playground brings exciting activities for the pets to partake in, including a slide that can be placed inside or outside the set, twirling swing and rocking fish chair. Fans can create and decorate this stackable and customizable style set with over 95 pieces, including wall panels, reversible scene backdrop, stickers and Deco Bits—unique, small accessories that plug into LITTLEST PET SHOP pets and style sets for a little added glamour. The LITTLEST PET SHOP PET DAY CAMP style set comes with two LITTLEST PET SHOP pets, RUSSELL FERGUSON hedgehog and LEMON FACE MCGILS lizard. The LITTLEST PET SHOP PET DAY CAMP style set can be stacked with other LITTLEST PET SHOP style sets from Downtown City for additional world play. Each style set sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **LITTLEST PET SHOP RUNWAY Style Set**

(Ages 6 years & up/Approx. Retail Price: \$19.99/Available: Fall 14)

Style is always top of mind for BLYTHE BAXTER, and with the help of the LITTLEST PET SHOP pets, this year's Downtown City fashion show is going to be the best one yet, with the LITTLEST PET SHOP RUNWAY style set. Fans can put their pets on the runway and spin the dial to see them make their debut through the fabric curtains to "walk the catwalk." Fans can create and decorate their own runway with over 75 pieces, including wall panels, reversible scene backdrop, stickers and Deco Bits—unique, small accessories that plug into LITTLEST PET SHOP pets and style sets for a little added glamour. Once set, fans can style the Runway with chairs, clothes racks, and other accessories. The LITTLEST PET SHOP RUNWAY style set comes with one exclusive LITTLEST PET SHOP pet, LILY LAROUX cat. The LITTLEST PET SHOP RUNWAY style set stage can be stacked on top of other LITTLEST PET SHOP style sets from Downtown City for additional world play. Each style set sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **LITTLEST PET SHOP Pet Styling Pack**

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

The LITTLEST PET SHOP Pet Styling Pack assortment lets fans customize their favorite pets from Downtown City. There are tons of fashion combinations, with four fashionable pets, such as DELILAH BARNESLEY cat and PRINCESS STORI JAMESON dog, multiple adorable interchangeable outfits, stylish accessories and Deco Bits—unique, small accessories that plug into LITTLEST PET SHOP pets and style sets for a little added glamour. The LITTLEST PET SHOP Pet Styling Pack also includes alternate bodies for the pets allowing fans to explore even more "fashion fur-ward" combinations! Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **LITTLEST PET SHOP Scene Style Sets**

(Ages 6 years & up/Approx. Retail Price: \$14.99/Available: Fall 14)

Downtown City is full of fun places to visit, and the LITTLEST PET SHOP pets can't wait to explore! Fans can recreate pet hang outs featured in the "Littlest Pet Shop" animated series with the LITTLEST PET SHOP Scene style sets. Each stackable and customizable set includes more than 35 pieces to create and decorate with, including wall panels, a reversible scene backdrop, stickers, accessories and Deco Bits—unique, small accessories that plug into LITTLEST PET SHOP pets and style sets for a little added glamour. Fans can choose between three LITTLEST PET SHOP locales, including a "pet-tacular" fun room, treat-filled bakery and a relaxing spa set. Each set comes with one pet. The Fun Room style set comes with two smaller scale pets. The LITTLEST PET SHOP Scene style sets can be stacked with other LITTLEST PET SHOP style sets from Downtown City for additional world play. Each style set sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **LITTLEST PET SHOP BLYTHE and Scooter Vehicle**

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

Aspiring designer BLYTHE BAXTER is taking her four-legged friends on adventures in style in the LITTLEST PET SHOP BLYTHE AND SCOOTER vehicle! An adorable little kitten sits in the sidecar, ready for fashionable fun alongside BLYTHE doll. Fans can customize a truly stylish ride for BLYTHE and her pet friend with stickers and Deco Bits—unique, small accessories that plug into LITTLEST PET SHOP pets and style sets for a little added glamour. Place some of the Deco Bits onto her helmet, and then this BLYTHE doll is ready to go! Available at most major toy retailers nationwide and on HasbroToyShop.com.

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### **LITTLEST PET SHOP Themed Style Packs**

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

Fans can recreate their favorite scenes from the “Littlest Pet Shop” animated series --or create ones of their own -- with the LITTLEST PET SHOP Themed Style Packs. Each pack includes a scene backdrop, stickers, and more than 20 decorative pieces, including accessories and Deco Bits –unique, small accessories that plug into LITTLEST PET SHOP pets and style sets for a little added glamour. Fans can choose between four LITTLEST PET SHOP scenes, including a cool rooftop hangout, a fun-filled pet party, BLYTHE BAXTER’S stylish bedroom and a pet-friendly ice cream shop. Each pack comes with two pets. The LITTLEST PET SHOP Themed Style Packs can be used with other LITTLEST PET SHOP style sets from Downtown City for additional world play – just slide the backdrops into any other style set to create new locations. Each Theme Style Pack sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **LITTLEST PET SHOP Pet Pairs and Fashion Assortment**

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

Add some glitz and glam to your favorite LITTLEST PET SHOP characters this fall with the LITTLEST PET SHOP Pet Pairs and Fashion assortment! Fans can customize their favorite pets with stylish, interchangeable outfits and bodies to allow for tons of fashion play and storytelling possibilities. Fans can also accessorize their pets with themed accessories and Deco Bits–unique, small accessories that plug into LITTLEST PET SHOP pets and style sets for a little added glamour. Each set comes with two pets. Fans can collect six themes in the fall, such as Paris, Backstage and Showtime. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **LITTLEST PET SHOP BLYTHE and Fashion Assortment**

(Ages 4 years & up/Approx. Retail Price: \$7.99/Available: Fall 14)

Each set in the LITTLEST PET SHOP BLYTHE and Fashion assortment features style-savvy BLYTHE BAXTER and a pet, dressed in trendy looks for a day full of Downtown City adventures! BLYTHE is ready to chillax in adorable shorts and sunglasses, or embark on her next adventure in leggings and a denim jacket. Fans can collect four different, themed looks, each with two interchangeable outfits, accessories and one pet friend. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **LITTLEST PET SHOP PET PAWSABILITIES Assortment**

(Ages 4 years & up/Approx. Retail Price: \$4.99/Available: Fall 14)

There are tons of fashion possibilities with the LITTLEST PET SHOP PET PAWSABILITIES assortment. Each adorable pet in the collection features bobble-head motion and comes with a loveable pet friend and several Deco Bits–unique, small accessories that plug into LITTLEST PET SHOP pets and style sets for a little added glamour. Fans can collect all 16 LITTLEST PET SHOP friends, such as PEPPER CLARK skunk, PANCAKES WATKINS bunny, and SUGAR SPRINKLES cat. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com

### **LITTLEST PET SHOP Pet Singles Assortment**

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

Fans can collect exciting and adorable new pet pals from the “Littlest Pet Shop” animated series, available in the LITTLEST PET SHOP PET singles assortment. Fans can collect 20 unique pets, such as the first-ever Bush Baby and Wallaby. Each pet includes bobble-head motion and can be customized with the included Deco Bit- a unique, small accessory that plugs into LITTLEST PET SHOP pets and style sets for a little added glamour! Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com

### **LITTLEST PET SHOP Blind Bag**

(Ages 4 years & up/Approx. Retail Price: \$1.99/Available: Fall 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 24 uniquely themed pets, with matching accessory and Deco Bit - a unique, small accessory that plugs into LITTLEST PET SHOP pets and style sets for a little added glamour! Each sold separately. Available at most major toy retailers nationwide.

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### **Littlest Pet Shop App**

Fans of the LITTLEST PET SHOP franchise can connect with their favorite pets digitally in the new, integrated LITTLEST PET SHOP app set to launch this June. Each pet in the fall 2014 LITTEST PET SHOP product line-up includes a unique code printed directly on the pet that fans can scan to bring their pets to life virtually within the app! Once the virtual pets are collected, fans can entertain, play with, and care for their pets through fun mini-games. With every pet fans collect, they unlock new rooms and accessories to design their own digital LITTLEST PET SHOP world! Engaging with the pets earns players talent points and in-game currency that they can use to unlock even more content, including exclusive digital pets, new activities, and rooms, to make their virtual LITTLEST PET SHOP the best pet shop! The LITTLEST PET SHOP app will be free to download and available for select iOS and Android devices in 20 different languages. Free to play, with new content unlocked through toy purchase or micro transactions

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