



February 4, 2013

Hasbro's Beloved EASY-BAKE Brand Celebrates 50 Years of Baking Sweet Memories

Milestone Anniversary for the Classic Cooking Toy Brand Commemorated with a Fresh Take on the Popular EASY-BAKE Ultimate Oven

PAWTUCKET, R.I.--(BUSINESS WIRE)-- This year, [Hasbro, Inc.](#) (NASDAQ: HAS) celebrates 50 years of classic kitchen play with the iconic EASY-BAKE brand, stirring up culinary inspiration for generations of young chefs everywhere. To commemorate this milestone anniversary, the EASY-BAKE brand will 'mix things up' and unveil a new color scheme for its popular EASY-BAKE Ultimate Oven: a sleek silver, blue, and black model.



A pop culture staple since it first appeared in 1963 and one of Hasbro's top-selling items of today, EASY-BAKE ovens continue to be cherished favorites for bakers-in-the-making. In 50 years, more than 30 million EASY-BAKE ovens have been sold and more than 150 million mix refills used.

"For more than half a century, the EASY-BAKE brand has been synonymous with a child's first baking experience, widely recognized for encouraging cooking confidence and creativity across multiple generations," said Samantha Lomow, Senior Vice President, Global Marketing, Hasbro, Inc. "We are proud that baking in an EASY-BAKE oven is a childhood rite of passage, the brand has stood the test of time and will continue to bring young bakers the joy of creating something all their own."

Kids will love to get creative in the kitchen with the EASY-BAKE Ultimate Oven. Designed in a sleek black, silver and blue coloring, this oven has a stylish look perfect for today's tweens! Chefs-in-training will love to gather with their

Easy-Bake Oven 50th Anniversary Special Edition (Photo: Business Wire)

friends to bake and decorate sweet and savory snacks in this oven which features a heating element similar to a conventional oven and that does not require a light bulb. Easy to use, the oven features a large baking chamber and menu of trendy treats, including cakes, cookies, pretzels, cake pops, whoopie pies, and chocolate truffles. Available for ages 8 and up (adult supervision required), the EASY-BAKE Ultimate Oven will retail for approximately \$54.99 and will be available at most major toy retailers nationwide and on [HasbroToyShop.com](#).

America's first working toy oven debuted as a turquoise range with a carrying handle and pretend stovetop in 1963. Since then, the EASY-BAKE brand has had a sweet history that spans five decades. Key moments and fun facts about the brand include:

- Twelve EASY-BAKE oven models have been released since 1963, each designed to reflect the colors and oven style of its time. The EASY-BAKE oven has appeared in a variety of colors, including avocado green, harvest gold, pink, purple, and aqua.
- Past EASY-BAKE oven menu items included treats from popular food brands such as Betty Crocker, Kellogg's Pop-Tarts®, M&M's®, Dunkin' Donuts® and OREO®. Not just cakes and cookies, savory EASY-BAKE snacks over time have included popcorn, TV dinners, potato chips, macaroni and cheese, pizza, French fries, and more.

- In 2006, the EASY-BAKE oven was inducted into the National Toy Hall of Fame.
- The EASY-BAKE Ultimate Oven retired the light bulb in 2011 and introduced a way for chefs-in-training to bake up tasty treats using a heating element similar to a conventional oven.
- The EASY-BAKE brand has inspired a number of celebrity chefs and famous fans throughout the years.

EASY-BAKE fans can also add something sweet to their digital devices with the EASY-BAKE Treats! app, available for free download in the iTunes store. Using the app, bakers of all ages can create, decorate, and share virtual treats.

For more information about EASY-BAKE products and decorating tips, visit EasyBake.com.

About Hasbro

[Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative, well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Company's Hasbro Studios develops and produces television programming for markets around the world. The Hub TV Network is part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), in the U.S. Through the Company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.

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Source: Hasbro, Inc.

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