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LIGHTS, CAMERA, ACTION!
T.J. BEARYTALES STARS IN HIS FIRST MOVIE WITH
HELP FROM THE JIM HENSON COMPANY

First 3-D Animated Story Based on the Adventures of
the Popular Storytelling Bear Available on DVD this Fall

PAWTUCKET, R.I. (February 12, 2007) — PLAYSKOOL, a division of Hasbro, Inc., is joining forces with The Jim Henson Company to produce the first 3-D animated adventure based on T.J. BEARYTALES. T.J. and his friends star in two musical, comedy adventure stories that teach preschoolers about the importance of friendship and the fun of using their imagination. The first feature, "My Beary Outer Space Adventure" will be available on DVD this fall, and the second title, "My Beary Colorful Adventure" will be released in the spring of 2008. The Jim Henson Company will produce these titles using the Henson Digital Performance Studio, the Company's proprietary animation system that allows CG characters to be performed by puppeteers in real-time.

T.J. BEARYTALES was introduced in Fall 2006. Through the use of Hasbro's award-winning animatronic technology, the T.J. BEARYTALES bear is fully-animated and moves his mouth, eyes, ears, head and arms to expressively tell stories, ask questions, play guessing games and sing songs. By using story time and a collection of original tales, T.J. helps teach young children important social and emotional skills to get them ready for school, such as helping others, following directions and overcoming fears.

"We are so excited to partner with The Jim Henson Company to create the first T.J. BEARYTALES movie," said Lorrie Browning, general manager of PLAYSKOOL. "This DVD will enhance the T.J. BEARYTALES experience, further helping preschoolers prepare for school, while learning important life lessons through fun and engaging activities."

"With TJ the bear, PLAYSKOOL created a delightful and engaging character so we are excited to now develop the TJ BEARYTALES world further and bring it to life using our revolutionary technique of puppeteered animation," said Halle Stanford, The Jim Henson Company's Head of Children's Television.

In the animated story, "My Beary Outer Space Adventure," T.J. BEARYTALES takes kids on a rocket ship ride into outer space where we discover that aliens are only aliens until we get to know them. And in "My Beary Colorful Adventure," he celebrates the magic of imagination, teamwork and the true gift of story.

The full line of T.J. BEARYTALES products and books include:

2/T.J. BEARYTALES

T.J. BEARYTALES

(Ages: 3 & up/Approximate Retail Price: \$49.99/Available: Now)

In T.J. BEARYTALES imaginative and captivating world, a story is more than just something to read, it's a place to imagine possibilities and make great discoveries. T.J. doesn't just tell the story; he asks questions and weaves engaging songs and activities right into the tale! This goes beyond just ABC's and 123's to include life skills like following directions and helping others. These skills help get kids ready for school and ready to learn. Together with T.J., children enter a big world of imagination where silly songs and belly laughs lead the way to a lifetime adventure in learning.

MY NOT-SO-PATIENT DAY

(Ages: 3 & up/Approximate Retail Price: \$9.99/Available: Now)

Grammy and Grampybear are coming to visit, and T.J. can bear-ly contain himself! When T.J.'s impatience results in a mess, he sees that Mommy was right – good things DO come to those who wait! In this story, T.J. helps children learn about patience and following directions. In the back of the book, there are additional activities for parents and kids to do together! Includes illustrated storybook and cartridge. Cartridge may be played only with T.J. BEARYTALES bear (sold separately).

SUPER T.J. TO THE RESCUE

(Ages: 3 & up/Approximate Retail Price: \$9.99/Available: Now)

While soaring above subearbia in search of Connor's lost dog, T.J. finds that you don't need super powers to be a hero—you just need to be willing to help out! In this story, T.J. teaches kids about helping others, seeing heroism in everyday acts of kindness and working together to get things done. Fun activities include the "Be a Hero" sing-along, "T.J. Says" play-along, and an "I'm thinking of..." guessing game. In the back of the book, there are additional activities for parents and kids to do together! Includes illustrated storybook and cartridge. Cartridge may be played only with T.J. BEARYTALES bear (sold separately).

BEAR AHOY! MY PIRATE ADVENTURE

(Ages: 3 & up/Approximate Retail Price: \$9.99/Available: Now)

When there's a buried treasure to be found, T.J. teams up with Captain Bearclaw to scout it out! Join the bear pirates as they follow directions to find the treasure! T.J. teaches kids about following directions and working together to get things done. Fun activities include the Pirates Play-Along song, "T.J. Says" game and an "I'm thinking of..." game. The book has additional activities for parents and kids to do together! Includes illustrated storybook and cartridge. Cartridge may be played only with T.J. BEARYTALES bear (sold separately).

OUR SCHOOL PLAY

(Ages: 3 & up/Approximate Retail Price: \$9.99/Available: Now)

Mrs. Beech's class is putting on the play Coldybear and the Three Penguins and T.J. wants to land the leading role! Instead, he's put in charge of decorating the set. T.J. soon discovers that for their show to be a success, everyone's contribution matters! T.J. helps children recognize that everyone has different talents and helps them learn to focus on a task. Fun activities include The Three Penguins Polka, "T.J. Says" play-along, and an "I'm thinking of..." game. In the back of the book, there additional activities for parents and kids to do together! Includes illustrated storybook and cartridge. Cartridge may be played only with T.J. BEARYTALES bear (sold separately).

3/T.J. BEARYTALES

MY BEAR-RIFFIC SAFARI ADVENTURE

(Ages: 3 & up/Approximate Retail Price: \$14.99/Available: Now)

Visit the animal kingdom with T.J. as he shares his safari snapshots. This story teaches kids about problem solving, helping others and learning about wild animals. Fun activities include the Safari Fun song, "T.J. Says" game and an "I'm thinking of..." game. T.J. also comes with a special electronic camera. Slide the play camera into T.J.'s paw and during the story, you'll hear a click and see a flash when he snaps a pretend picture! Includes illustrated storybook, cartridge and camera. Cartridge may be played only with T.J. BEARYTALES bear (sold separately). Requires three AAA batteries (not included).

SCAREDY BEAR OF THE DARK!

(Ages: 3 & up/Approximate Retail Price: \$14.99/Available: Now)

Read along as T.J. uncovers bright ideas for braving the dark. This story teaches kids about overcoming fears, expressing emotions and understanding cause and effect. T.J. engages kids with the "I'm Not Afraid" song, the "T.J. Says" game and the "I'm Thinking of..." game. In the back of the book, there are lots of activities parents and kids can do together! This set also comes with a special flashlight. Slide the flashlight into T.J.'s paw and during the story, you'll see it glow when he needs a little light! Or, remove it from his paw to play with it on your own! Includes illustrated storybook, cartridge and flashlight. Cartridge may be played only with T.J. BEARYTALES bear (sold separately). Requires three AAA batteries (not included).

NIGHT OF A BEAR-ZILLION STARS

(Ages: 3 & up/Approximate Retail Price: \$14.99/Available: Now)

As he practices his song for the Subearbia Town Show, T.J. begins to overcome his stage fright and gains confidence. T.J. teaches kids about self-confidence and facing fears. Fun activities include the Believe in Yourself song, "T.J. Says" play-along game and an "I'm thinking of..." game. There are additional activities for parents and kids to do together at the back of the book. T.J. also comes with a special electronic "microphone!" Slide the play microphone into T.J.'s paw and when T.J. sings, it twinkles! Or remove it from his paw and use it for your own song-filled fun! Includes illustrated storybook, cartridge and microphone. Cartridge may be played only with T.J. BEARYTALES bear (sold separately). Requires three AAA batteries (not included).

SING ALONG WITH T.J. BEARYTALES

(Ages: 3 & up/Approximate Retail Price: \$14.99/Available: Fall '07)

When T.J. tells a story, he always sings a song that goes along with the adventure! With this interactive book, T.J. delights children with a mix of silly songs and tunes that teach lessons. Simply pop the CD into a player (not included) and sing along to original T.J. tunes, or insert the cartridge into the slot on T.J.'s backpack to have T.J. join in the fun!

This song book, cartridge and CD spark imagination and encourage little ones to sing and dance to these fun tunes:

1. Sharing the Gift of Story (My Big Birthday Surprise)
2. The Safari Song (My Bear-riffic Safari Adventure)
3. Bibba and Jibba Jam (My Bear-riffic Trip to Outer Space)
4. Dust Bunny Blast (My Big Mess)
5. Coldybear and the Three Penguins (Our School Play)
6. Pirates Play-Along Song (Bear Ahoy! My Pirate Adventure)
7. I'm Not Afraid (Scaredy Bear of the Dark)
8. Be a Hero (Super T.J. to the Rescue!)

9. The Teeny Tiny Song (My Teeny Tiny Adventure)
 10. Three Little Cookies (My Not-So-Patient Day)
 11. The Magic of Sharing (Tale of the Cave Bears)
- more-

4/T.J. BEARYTALES

About HASBRO, Inc.

Hasbro (NYSE:HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the United States, its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

About The Jim Henson Company

The Jim Henson Company has remained an established leader in family entertainment for over 50 years and is recognized worldwide as an innovator in puppetry, animatronics and computer graphics. Best known as creators of the world famous Muppets (the rights to which are now owned by The Walt Disney Company), Henson is the recipient of nearly 50 Emmy Awards and nine Grammy Awards. Credits include the Saturn Award-winning Farscape and the features MirrorMask, Five Children and It and Good Boy!. With additional locations in New York and London, The Jim Henson Company is headquartered in Los Angeles on the historic Charlie Chaplin lot complete with soundstage, screening room and post-production facilities. The company is also home to Jim Henson's Creature Shop, a pre-eminent character building and visual effects group with international film, television and advertising clients, as well as Henson Recording Studios, one of the music industry's top recording facilities known for its world-class blend of state of the art and vintage equipment. The Jim Henson Company recently launched Puppet Up! - Uncensored, a live puppet improvisational show that has played to sold out crowds in Aspen, Hollywood and Edinburgh, and announced the creation of Jim Henson Designs, a merchandise collection inspired by Jim Henson's earliest sketches. The Jim Henson Company's website is located at: www.henson.com

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Jim Henson's Creature Shop™ provides performed digital visual effects, animatronic creatures, animation and soft puppets to the international film, television and advertising industries. Based in Los Angeles and New York with satellite shop capabilities internationally, the Shop is known for designing and building some of the world's best-known characters including Elmo from "Sesame Street," Miss Piggy from "The Muppet Show," the Baby from "Dinosaurs," Rygel from "Farscape," and the Skeksis from "The Dark Crystal." Other credits include "The Hitchhiker's Guide to the Galaxy," "Are We There Yet?," "Five Children and It," the critically acclaimed television series "Farscape," "The English Patient," "101 Dalmatians," and "Cats and Dogs."

A recipient of more than 9 Emmy Awards for its outstanding work building puppets for "Sesame Street," the Shop also received an Academy Award for its visual effects work on the film "Babe." Other awards include a Scientific and Engineering Academy Award for the Henson Performance Control System, a powerful custom-based interface for puppeteers as well as the Computer Graphics World Innovation Award and the prestigious Computerworld Honors 21st Century Achievement Award, which recognizes innovative applications of technology that benefit society. Both computer awards were given to the Shop for its work in developing the Henson Digital Puppetry Studio, a patented control system technology that enables puppeteers to physically perform computer generated (CG) characters in real time.

Jim Henson's Creature Shop is currently in production on "Sid the Science Kid," a 40 episode animated preschool series to air on PBS in the fall of 2008 featuring Henson Digital Puppetry Studio technology and Season 38 of "Sesame Street" for Sesame Workshop.