

PLAYSKOOL NAMED OFFICIAL PRESCHOOL TOY BRAND FOR MY  
GYM CHILDREN'S FITNESS CENTER,  
A WORLDWIDE LEADER IN CHILDREN'S FITNESS

Unique program facilitated by Channel M,  
The world's largest non-traditional media company

October, 2006 – PLAYSKOOL, the preschool brand of Hasbro, Inc. (NYSE:HAS), has entered into an arrangement with My Gym Children's Fitness Center, a worldwide leader in children's fitness, whereby PLAYSKOOL toys and products will be integrated into the 160 My Gym locations nationwide.

My Gym – the country's #1 children's fitness program (Entrepreneur Magazine 2005 and 2006) – creates programs and services that empower youngsters ages three months – 13 years by helping them acquire the skills, confidence and positive self-image needed to become healthier young adults. Since its inception in 1983, My Gym Children's Fitness Center has been at the cutting edge of the children's fitness industry. The PLAYSKOOL alliance will launch this month and will roll out through the course of the year. Channel M, the largest non-traditional media company in the world, played an integral role in creating this comprehensive program, bringing My Gym and PLAYSKOOL together.

“We are thrilled to join with PLAYSKOOL in bringing the best in quality products to our member kids and families,” said Matt Hendison, executive vice president, marketing and entertainment for My Gym. “Our association with PLAYSKOOL will result in opportunities that will enhance the My Gym experience, and we are especially excited about some of the very unique program elements that were designed together with Channel M and Playskool.”

David Teichner, Chief Executive Officer, Channel M stated, “This agreement is part of a growing trend of major retailers partnering up with major manufactures. This is an important marriage between the three companies and we are thrilled to be a part of a program which encourages incorporating exercise and healthy activities into the daily lives of children through the integration of fun and exciting products.”

PLAYSKOOL, a leader in the preschool toy category, brings fun and learning to young children. With new, developmentally sound and entertaining toys, PLAYSKOOL gives young children the opportunity to develop through play. PLAYSKOOL updates classic products and offers young children smaller versions of “big kids” toys.

## Hasbro

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 U.S., 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. ©2006 Hasbro, Inc. All Rights Reserved.

### About MY GYM Enterprises:

Established in 1983, **MY GYM** is the #1-ranking fitness center destination for children with 160 locations nationwide and 8 international locations including Hong Kong, France and Ireland. More than 30 additional locations are planned to open worldwide in next 12 months. For more than two decades, **MY GYM** has combined innovative, early physical education/pre-gymnastics classes with state-of-the-art facilities to empower children - ages 3 months through 13 years - by helping them acquire the skills, confidence and positive self-image needed to become healthy young adults. My Gym's award winning, structured, noncompetitive and age-appropriate classes enhance children's overall physical development through games, music, exercise, sports, gymnastics, puppets, special rides and fun! The children gain strength, balance, coordination, fine and gross motor proficiency, agility, flexibility and social skills. *Mymo's Adventures* earned the 2006 iParenting Award for Outstanding Children's DVD. My Gym is located on the Web at [www.my-gym.com](http://www.my-gym.com).

### **About Channel M**

*Channel M is the largest non-traditional media company in the world and leading provider of retail marketing services. Channel M reaches millions of consumers every day through its network of entertainment, lifestyle and retail venues. Advertising clients such as VH1, Sony Pictures, Disney, Jim Beam, Atari, Dodge, Discovery Channel and many more have recently marketed their products and brands through Channel M's targeted portfolio of venues such as amusement parks, GameStop, sports bars, video arcades, My Gym, Minor League Baseball and more. These venues deliver key demographics and psychographics to advertisers as well as multiple touch points to reach consumers. Furthermore, Channel M specializes in developing strategic promotions for brands and retailers that tie-in to major films, DVD releases and concerts. Channel M's production team revolutionized in-store television programming by creating hosted entertainment driven content which enhances the store environment, educates consumers, impacts sales, and drives incremental revenue for our retail partners. Channel M's in-store programs are tailored to meet their retail clients' needs. For more information, please consult [www.channelm.com](http://www.channelm.com).*