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U.S. Potato Industry's 'Spokespod' Pops Up in Unexpected Places this Holiday Season
Potato-powered Web site launches to coincide with parade and pop-up store

Denver, CO (October 2, 2006) – To celebrate his love of potatoes and continue raising awareness about the importance of living a healthy lifestyle and the power of a balanced diet, the *Healthy* MR. POTATO HEAD character rejoins the Macy's Thanksgiving Day Parade® line-up and opens his very own headquarters in New York City this November. He's even launching his own Web site so that people who can't make it to the New York parade can participate in all of the fun right from their own homes. The MR. POTATO HEAD character is licensed from the Hasbro Properties Group, the intellectual property development arm of Hasbro, Inc. (NYSE: HAS).

In 2005, the much-loved tuber got more physically active, donning a slick pair of running shoes, baseball cap, portable mp3 player, and water bottle, and debuted as a *Healthy* MR. POTATO HEAD balloon in last year's parade. In closer touch with the natural health that's always been within him — one medium-sized potato contains 100 calories and is fat-, cholesterol-, and sodium-free — the fit and improved *Healthy* MR. POTATO HEAD character even toned up with new muscles!

"America's potato growers are proud that *Healthy* MR. POTATO HEAD can motivate people to eat right and get fit in a positive, light-hearted way. We saw from his involvement in last year's parade that he's tremendously popular with people of all ages and backgrounds," said Randy Hardy, chairman of the United States Potato Board (USPB), sponsor of the balloon and related activities.

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The response to the USPB's new 'spokespud' was so overwhelmingly positive, and has resulted in a number of new festivities this year featuring everyone's favorite tuber. In fact, the USPB is creating a headquarters for the *Healthy MR. POTATO HEAD* character and an interactive Web site; a full plate of fun is in store for the entire family – a plate that includes plenty of nutritious potatoes this holiday season!

***Healthy MR. POTATO HEAD*TM Quarters**

*Healthy MR. POTATO HEAD*TM Quarters – both bricks-and-mortar and virtual versions – will each offer a one-stop shop for everything “potato” and promise to create fun holiday destinations for the whole family. The *Healthy MR. POTATO HEAD*TM Quarters store will be located in New York City's food Mecca, Chelsea Market, for the week of Thanksgiving, and the Web site www.PotatoHeadQuarters.com will be up and running throughout the 2006 holiday season.

“The focus of *Healthy MR. POTATO HEAD*TM Quarters is the promotion of a healthy lifestyle that includes physical activity and a nutritious diet,” explains Hardy. “Potatoes are naturally nutrient-rich. They are surprisingly full of essential vitamins, minerals, and antioxidants for relatively few calories – 100 calories for a 5.3-ounce potato.”

“MR. POTATO HEAD is a true ambassador of good will and we're thrilled to have the opportunity for him to continue his 'healthy' lifestyle with the creation of the *Healthy MR. POTATO HEAD*TM Quarters,” said Bryony Bouyer, senior vice president of the Americas, Hasbro Properties Group. “This is a great opportunity to showcase our favorite 'spokespud' while celebrating the Macy's Thanksgiving Day Parade, as well as the health benefits of potatoes.”

At different times, the headquarters will feature photo opportunities with a life-size *Healthy MR. POTATO HEAD* character, healthy potato recipe demos by popular chefs, an activity area where guests can learn the *Potato Power!* song and dance, a state-of-the-art potato varieties display, and much more. Hasbro plans to put its “corporate jewels” on display: Swarovski crystal-encrusted models of MR. POTATO HEAD and MRS. POTATO HEAD. This would be the first time that the crystal-encrusted models of MR. POTATO HEAD and MRS. POTATO HEAD have been on exhibit outside of the Hasbro headquarters in Pawtucket, Rhode Island. Admission to the *Healthy MR. POTATO HEAD*TM Quarters will be free.

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“Potatoes are America’s favorite vegetable and Thanksgiving is the biggest potato consumption day of the year, with Americans enjoying an estimated 38 million pounds of spuds on this one day,” said Bruce Weinstein and Mark Scarbrough, authors of *The Ultimate Potato Book* and chefs who’ll be demonstrating healthy potato recipes in the Manhattan headquarters. “What could be more fun than celebrating this American staple by visiting the proposed headquarters or watching the balloon in the Macy’s Thanksgiving Day Parade?”

PotatoHeadQuarters.com

Those who can’t make it to Midtown Manhattan this holiday season, may still get in on the action by visiting the Web site, www.PotatoHeadQuarters.com. This virtual headquarters will be filled with many of the same things featured in New York City as well as a few special extras. Visitors can exchange holiday greetings with friends by creating an eCard with the *Healthy MR. POTATO HEAD* image, or download potato recipes created by Weinstein and Scarbrough. Puzzles, trivia, and other games will make this site a “must visit” for anyone with a sense of humor and an interest in eating and living well.

Stocking Stuffer and Recipe Brochure

Need a good excuse to play with your food? The complex carbohydrates from potatoes provide the *Healthy MR. POTATO HEAD* character with enough *potato power* to run, jump, hike, skate, and climb his way into homes and desks across America. Plus, the mix-and-match possibilities are endless; the *Healthy MR. POTATO HEAD* promotional premium comes with two sets of muscular arms bearing a water bottle and sports watch, handheld weight, and portable mp3 player, and he can sport a baseball cap or sweatband, running shoes, or roller blades to your liking. This one-of-a-kind toy makes a motivational stocking stuffer or little gift for friends who’d appreciate a fun reminder about the importance of an active lifestyle.

To get your hands on the *Healthy MR. POTATO HEAD* promotional premium, send in 2 UPC codes from fresh potato products along with name, address, and a check or money order made payable to 24/7 Incentives, Inc. for \$7.50 (includes postage, shipping, and handling) to: *Healthy MR. POTATO HEAD*, P.O. Box 461614, Aurora, CO 80046-1614. Please allow eight weeks for delivery. Offer only valid in continental U.S. Quantities are limited.

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Additional *Healthy MR. POTATO HEAD* facts and healthy potato recipe ideas are available at www.healthypotato.com.

To receive a free copy of the *Healthy MR. POTATO HEAD* recipe brochure, send a self-addressed, business-sized, stamped envelope to:

Healthy MR. POTATO HEAD Recipes
5105 East 41st Avenue
Denver, CO 80216

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About the Hasbro Properties Group

The Hasbro Properties Group (HPG), the intellectual property development arm of Hasbro, Inc., (NYSE:HAS), translates one of the industry's richest portfolios of brands into a world of fun and excitement for children and adults globally. Through a host of publishing, digital media, lifestyle and entertainment platforms, HPG is able to surround fans worldwide with consumer products that expand Hasbro's core brands, such as TRANSFORMERS, LITTLEST PET SHOP, MY LITTLE PONY, MONOPOLY, G.I. JOE, TONKA and PLAYSKOOL.

The United States Potato Board – Maximizing Return on Grower Investment

The United States Potato Board (USPB) was established in 1971 by a group of potato growers to promote the benefits of eating potatoes. Recognized as an innovator in the produce marketing industry, the USPB was one of the first commodity groups to develop and use a nutrition label that was approved by the FDA. Based in Denver, Colorado, the USPB represents more than 6,000 potato growers and handlers across the country. In 2005, working with the Hasbro Properties Group, the USPB introduced its newest "spokespod," the *Healthy MR. POTATO HEAD*TM character during the Macy's Thanksgiving Day Parade® as a way to bring attention to the importance of an active lifestyle and healthy diet. In 2006, the *Healthy MR. POTATO HEAD* character will expand his role by opening his very own *Healthy MR. POTATO HEAD*TM Quarters store in New York City, along with launching the PotatoHeadQuarters.com Web site, to coincide with his second appearance in the parade. For more information about the USPB and its programs, visit www.healthypotato.com.