



HEALTHY MR. POTATO HEAD RACES TO JOIN THE 79TH ANNUAL MACY'S THANKSGIVING DAY PARADE®

New York, NY - August 11, 2005 - America's most beloved spud, MR. POTATO HEAD® is gearing up for his first appearance in the Macy's Thanksgiving Day Parade® this fall. Millions of Parade goers and television viewers will meet the sporty new *Healthy* MR. POTATO HEAD character, sponsored by the United States Potato Board (USPB). The MR. POTATO HEAD character is taking on this special role as part of an initiative targeted to educate consumers about the nutritional benefits of the potato and the importance of a healthy lifestyle. MR. POTATO HEAD is under license from the Hasbro Properties Group, the intellectual property development arm of Hasbro, Inc. (NYSE: HAS).

"Having a MR. POTATO HEAD balloon in our Parade line-up is the realization of a dream I've had since my first day in this job," says Robin Hall, executive producer of Macy's Thanksgiving Day Parade. "He's an American icon, and we salute the United States Potato Board for their vision in making this healthy balloon version of MR. POTATO HEAD. It will be an instant Parade classic."

Donning sneakers, a baseball cap, and carrying a water bottle, the *Healthy* MR. POTATO HEAD balloon will soar high above Manhattan, serving up his traditional big, bright smile and waving his hand to the crowd below. In 1987 MR. POTATO HEAD gave up his ever-present pipe for a healthier lifestyle. Now, as the official spokespud for the USPB, MR. POTATO HEAD has his eyes on a healthy prize.

"We're excited to have MR. POTATO HEAD come to life in a whole new 'healthy' way at the Macy's Thanksgiving Day Parade," said Suzanne Schneider, director of marketing for Hasbro, Inc. "He has been an ambassador of good will for more than 50 years and his trademark positive outlook makes him a wonderful spokespud for the United States Potato Board."

The United States Potato Board is sponsoring the *Healthy* MR. POTATO HEAD balloon in the Macy's Thanksgiving Day Parade as part of a wider campaign geared toward increasing awareness of the powerful nutrition contained in potatoes.

"One of America's favorite toys is speaking up about his innate nutritious side and becoming *Healthy* MR. POTATO HEAD," explains Ray Meiggs, chairman of the USPB and a potato grower from North Carolina. "Potatoes are loaded with

vitamin C, potassium and fiber. In keeping with the new USDA food guidance system, he's taking 'steps to a healthier you' and is sure to become a role model for us all."

About the USPB

In 2004, the USPB introduced a major consumer education program in response to the food confusion sweeping the nation. *The Healthy Potato* campaign included endorsements by leading nutrition experts featured in advertising, public relations, retail programs and a new website, www.healthypotato.com. The centerpiece of the program was the official FDA nutrition label for potatoes which shows that potatoes are a good source of vitamin C and fiber, and, with skins, they are an excellent source of the vital mineral potassium. All this powerful nutrition comes in a fat-, sodium- and cholesterol-free package for 100 calories. As a result of the campaign, millions of Americans have increased their understanding of the positive nutrition benefits of potatoes.

The 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 USDA and FDA. Headquartered in Denver, Colorado, the USPB represents more than 6,000 potato growers and handlers across the country.

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, lifestyle and entertainment platforms, HPG is able to surround fans worldwide with consumer products that expand Hasbro's core brands, such as TRANSFORMERS, DUEL MASTERS, MY LITTLE PONY, MONOPOLY and CANDY LAND, beyond the toy and game aisle, creating rich lifestyle experiences.

About the Macy's Thanksgiving Day Parade

With more than 50 million viewers across the country and more than 2.5 million spectators that line up along the streets of New York City each year, the Macy's Thanksgiving Day Parade is a national icon that has grown into a world-famous holiday event. For 78 years, the Macy's Thanksgiving Day Parade has marked the official start of the holiday season. Growing in size and scale, the Parade proudly marches down a 2.5-mile route in New York City with over 10,000 participants in tow including Macy's employees, their families, celebrities, athletes, clowns and dance groups spreading holiday cheer. Featuring fabulous floats and America's best marching bands, the signature of the Parade continues to be the giant helium character balloons. For more

information on the Macy's Parade please visit www.macysparade.com or call the Parade hotline at (212) 494-4495.

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