



A TOOTHBRUSH POISED TO TOP KIDS' HOLIDAY WISH LISTS? **TOOTH TUNES IS MUSIC TO PARENTS EARS**

TOOTH TUNES Makes Brushing Your Teeth Fun by Pairing Music from Some of Today's Hottest Stars
with Proprietary Technology That Keeps Kids Brushing

PAWTUCKET, R.I. – November 28, 2007 – With over 3 million toothbrushes sold, Tiger Electronics heads into the holiday season with 25 hit titles in its popular TOOTH TUNES collection, positioning the musical toothbrush to be one of this season's hottest stocking stuffers. Since its launch this spring, TOOTH TUNES has become one of the best-selling and most popular items in the oral care aisle. TOOTH TUNES pairs music from some of today's hottest stars with proprietary technology that encourages people of all ages to brush for two minutes – the amount of time generally recommended by dentists.

“A toothbrush is one of those classic stocking stuffers that moms like to give but kids don't like to receive. TOOTH TUNES is different, this holiday kids will actually put TOOTH TUNES on their wish list,” said Jeff Jackson, vice president of marketing for Tiger Electronics. “TOOTH TUNES makes brushing fun, kids can rock out to their favorite songs and stars – including Miley Cyrus as ‘Hannah Montana,’ and High School Musical – in their head!”

“TOOTH TUNES is really cool,” said Miley Cyrus, star of The Disney Channel's hit show *Hannah Montana*. “I love that I can sing along to my own music while I brush my teeth!”

Only TOOTH TUNES, from Tiger Electronics, features patented Denta-Mandibular Sound Transmission technology which transmits songs and music vibrations from the bristles, through the teeth, to the inner ear. Users hear two minutes of the hottest music from some of today's biggest stars which keeps them brushing.

Whether gift givers are looking for the perfect Christmas stocking stuffer, a playful present for one of the eight nights of Chanukah or a treat to kick-start healthy brushing habits in the New Year, TOOTH TUNES is a fun gift for music lovers – and brushers – of all ages.

Since its national debut in February TOOTH TUNES has enjoyed success at a wide variety of retailers. “TOOTH TUNES is a neat innovation that allows kids to have fun with the hottest music, while brushing their teeth,” said Scott McCall, senior vice president, Wal-Mart.

“With millions of brushes sold and such a wide variety of musical content to choose from, TOOTH TUNES shows no sign of slowing down,” said Chris Byrne, independent toy analyst and contributing editor to Toy Wishes. “TOOTH TUNES is sure to be one of this season's hottest stocking stuffers.”

About TOOTH TUNES

TOOTH TUNES, the revolutionary toothbrush from Tiger Electronics, features proprietary technology that encourages people of all ages to brush for two minutes – the amount of time generally recommended by dentists. Only TOOTH TUNES features patented Denta-Mandibular Sound Transmission technology which transmits music vibrations from the bristles, through the teeth, to the inner ear. Users hear two minutes of the hottest music from some of today’s biggest stars which keeps them brushing. Since its launch in February 2007, over 3 million TOOTH TUNES toothbrushes have been sold.

To launch TOOTH TUNES, Hasbro has formed a strategic relationship with today’s top record labels including Interscope Records, Hollywood Records, Walt Disney Records, EMI-Capitol Records, Sony BMG and Universal Music Group. There are over 25 TOOTH TUNES toothbrushes currently available, including titles from the following artists and soundtracks: Black Eyed Peas, KISS, Queen, Hilary Duff, Kelly Clarkson, Miley Cyrus as “Hannah Montana,” Cheetah Girls, High School Musical, Corbin Bleu, Vanessa Hudgens, Ashley Tisdale, Transformers, Star Wars and Rebelde.

For updates on new TOOTH TUNES releases or to purchase TOOTH TUNES visit www.toothtunes.com. TOOTH TUNES are available wherever toothbrushes are sold for an approximate retail price of \$9.99.

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.

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