



**HASBRO AND THE JIM HENSON COMPANY TEAM TO INTRODUCE WIDE RANGE OF TOYS AND GAMES BASED ON *SID THE SCIENCE KID*™**

**Hasbro Awarded Four-Year, Worldwide License for Toys and Games Inspired by the Popular Preschool Program**

PAWTUCKET, R.I. - February 2, 2009 - The Jim Henson Company today announced that it has appointed Hasbro, Inc. (NYSE:HAS) the master toy and game licensee for its *SID THE SCIENCE KID*™ property. *SID THE SCIENCE KID* is an educational animated television series airing daily on PBS KIDS® which uses comedy to promote exploration, discovery, and science readiness among preschoolers.

The four-year license grants Hasbro the rights to introduce an array of *SID THE SCIENCE KID* products starting January 1, 2009. Hasbro's line of *SID THE SCIENCE KID* toys and games is slated to debut at retail Fall 2009.

“We are already seeing a demand for innovative and engaging product for *SID THE SCIENCE KID* from parents and kids who have embraced this exciting new show,” said Melissa Segal, Sr. Vice President of Global Consumer Products for The Jim Henson Company. “We are confident that Hasbro’s *PLAYSKOOL* brand will bring toys to our audience in a creative and meaningful way that will celebrate and expand *SID*’s world.”

"The *SID THE SCIENCE KID* property is a natural fit for our *PLAYSKOOL* brand," said Sharon John, general manager, *PLAYSKOOL* brands. "Similar to *SID*'s quest to discover and learn about the world around him, our *PLAYSKOOL* toys are inspired by children's natural curiosity and encourage them to play and explore."

(more...)

**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 U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER, CRANIUM and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world. ©2009 Hasbro, Inc. All Rights Reserved.

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### **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 digital animation. 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 over 50 Emmy Awards and nine Grammy Awards. Recent credits include "Sid the Science Kid, now airing on PBS KIDS and "Pajanimals", currently seen on Sprout. Features include "The Dark Crystal," "Labyrinth," "MirrorMask," and the recently released direct to DVD "Unstable Fables." Television productions include "Fraggle Rock" and the sci-fi cult series "Farscape." 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 and postproduction facilities. Independently owned and operated by the five adult children of founder Jim Henson, 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 Company is currently in production on 40 episodes of "Dinosaur Train," an animated preschool series teaching concepts of natural science, natural history and paleontology, set to debut on PBS KIDS in fall 2009. The Company's Henson Alternative brand continues to produce "Puppet Up! - Uncensored," a live puppet improvisational show that runs monthly at the Avalon Hollywood. The Company has also announced the creation of Jim Henson Designs, a merchandise collection inspired by Jim Henson's earliest sketches, and The Jim Henson Company: Discoveries, an acquisitions banner that celebrates outstanding third party produced independent film, television and video productions from around the globe embodying the Company's enduring legacy.

[www.henson.com](http://www.henson.com)



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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 and postproduction facilities. Independently owned and operated by the five adult children of founder Jim Henson, 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 Company's Henson Alternative brand has recently announced the national tour of "Stuffed and Unstrung," a live puppet improvisational show named one of the top 10 "Best Stage Shows of 2010" by *Entertainment Weekly*.

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