



PLAYMONSTER DEBUTS NEW INNOVATION WITH SPIROGRAPH® ANIMATOR

Iconic Spirograph® Brand Captivates Young Creators with Animated Art!

BELOIT, Wis. (July 20, 2021) – PlayMonster proudly announces the launch of Spirograph® Animator, an innovative addition to the PlayMonster Arts & Crafts portfolio under license from Hasbro, which allows creators to spin their art to life using the power of light and motion. For over 50 years, Spirograph® has been celebrated as a classic way to create endless amazing designs, and now the Spirograph® Animator will inspire a new generation of creators who are growing up with technology at their fingertips. From age 8 to 108, artists of all ages can design magnificent masterpieces and bring them to life with the new Spirograph® Animator. The Spirograph® Animator is already wowing retailers and consumers, receiving recognition as a Games Category finalist in the American Specialty Toy Retailing Association (ASTRA) 2021 Best Toys for Kids list.

The Spirograph® Animator features iconic gears like the original, but the addition of spinning and lights creates a mesmerizing 3D effect and “wow” factor that brings designs to the next level. This deluxe studio set features bonus built-in storage and comes with 6 gears and 5 markers.

“A whole generation of children grew up creating with Spirograph® and fondly remember the joy they felt making their own intricate designs,” said Lisa Wuennemann, Associate Vice President of Marketing at PlayMonster. “PlayMonster is proud to introduce the brand to a whole new cohort of children, in a way that’s engaging and new, with the Spirograph® Animator. This product innovation is yet another way that PlayMonster is bringing a fresh approach to universal, classic play.”

The Original Spirograph® has already developed a cult-following across social media with over 100k users showcasing their unique creations. The Spirograph® Animator is available for purchase on [Amazon.com](https://www.amazon.com) and will be coming soon to retailers everywhere.

About PlayMonster

PlayMonster, a leading international toy and game company, believes in the power of play to make a positive difference in people’s lives, and strives to keep play alive for all ages by delivering great play value through designing, manufacturing and marketing innovative and fun toys, games and activities. PlayMonster’s diversified portfolio includes popular brands and products such as “TOTY Game of the Year” Yeti in My Spaghetti®, plus THINGS...®, 5 Second

Rule®, Relative Insanity®, Farkle, SET®, Five Crowns®, Spirograph®, Colorforms, My Fairy Garden®, Face Paintoos™, Fashion Plates®, Y'Art®, Latchkits®, and Snap Ships®.

About Hasbro

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to making the world a better place for all children, fans and families. Hasbro delivers immersive brand experiences for global audiences through consumer products, including toys and games; entertainment through **eOne**, its independent studio; and gaming, led by the team at **Wizards of the Coast**, an award-winning developer of tabletop and digital games best known for fantasy franchises MAGIC: THE GATHERING and DUNGEONS & DRAGONS. The company's unparalleled portfolio of approximately 1,500 brands includes MAGIC: THE GATHERING, NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE, DUNGEONS & DRAGONS, POWER RANGERS, PEPPA PIG and PJ MASKS, as well as premier partner brands. For the past decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the **100 Best Corporate Citizens** by 3BL Media and one of the **World's Most Ethical Companies** by Ethisphere Institute. Important business and brand updates are routinely shared on our [Investor Relations](#) website, [Newsroom](#) and social channels (@Hasbro on Twitter, Instagram, Facebook and LinkedIn.)

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