



Tiger Electronics And Yahoo! Team To Create Innovative, Technology-Based Lifestyle Products

VERNON HILLS, Ill. and SANTA CLARA, Calif. -- February 7, 2000 -- Hasbro Inc.'s (NYSE:HAS) Tiger Electronics and Yahoo! (Nasdaq: YHOO), a leading global Internet communications, commerce and media company have announced a licensing agreement allowing Tiger to manufacture and market a wide variety of Yahoo!-branded electronic products.

"Yahoo! has a widely recognized and popular brand which conveys all the fun and excitement of the Internet, for users of all ages and experience levels. The collaboration to produce innovative, technology-based lifestyle products opens up great opportunities for both companies," said Roger Shiffman, president of Tiger.

"We are thrilled to be working with Tiger to offer fun, affordable Yahoo!-branded electronic products," said Karen Edwards, vice president of brand marketing, Yahoo! Inc. "As Yahoo! continues to broaden its scope of branded products and services, we look forward to working with category leaders like Tiger to offer high quality, innovative products to extend the Yahoo! experience online and offline."

Yahoo!™ Cam and Yahoo!™ Hitclips Downloader will be the first Yahoo!-branded products from Tiger to be introduced at the upcoming International Toy Fair in New York City.

Yahoo!™ Cam is a palm-sized, digital camera capable of taking color photos to post to users' Web sites. Each camera can take and store up to 12 color photos. The included photo album and Web site software can be downloaded to a PC for email and Web site applications. By using an infrared flash, Yahoo! Cam can also be used as a "spy cam" as it allows users to take pictures in complete darkness! When mounted to a PC, with the included bracket, the product becomes a real time video-cam. There are three color combinations. Approximate Retail: \$60.00; Ages: 8 & up; Availability: Fall 2000.

Yahoo!™ HitClips Downloader is a revolutionary Internet downloading tool, for less than \$25.00, which allows users to record their favorite music and audio clips from the Internet. The Yahoo! HitClips Downloader will be able to record all music and audio clips that are either downloaded or streamed to many computers including PC and Mac formats. In addition, it is portable so kids can take their favorite music with them on the go.

Yahoo!™ HitClips Downloader requires no software installation or advanced computer knowledge to use. Just simply plug the unit into the headphone jack of a PC and up to 120 seconds of audio is recorded onto a "smart media clip". The removable clip can be played on the Yahoo! HitClips Downloader through a built in speaker or taken out and played on a whole series of new HitClips micro audio units which Tiger is launching simultaneously. Yahoo! HitClips Downloader will feature a player with built in high-output speaker and a docking station for easy attachment to any computer and one SmartMedia clip that can be recorded on over and over again. Approximate Retail: \$19.99 - 24.99; Ages: 7 & up; Availability: Summer 2000

Tiger Electronics, Ltd., a division of Hasbro, Inc. leads the industry in technology-driven entertainment and lifestyle products for the whole family. Tiger's core brands, products and licensed properties include: Furby®, Talkboy™, Hitclips, Yahoo!, e-Fortunes, No Limits, Who Wants To Be A Millionaire?™, Wheel of Fortune™, Jeopardy!™, Star Wars®, NASCAR®, WCW/NWO®, Winnie the Pooh®, Franklin the Turtle and many more.

About Yahoo!

Yahoo! Inc. (Nasdaq: YHOO) is a global Internet communications, commerce and media company that offers a comprehensive branded network of services to 120 million users each month worldwide. As the first online navigational guide to the Web, www.yahoo.com is the leading guide in terms of traffic, advertising, household and business user reach, and is one of the most recognized brands associated with the Internet. The company also provides online business services designed to enhance Yahoo!'s clients' Web services, including audio and video streaming, store hosting and management, and Web site tools and services. The company's global Web network includes 21 World properties. Yahoo! has offices in Europe, the Asia Pacific, Latin America, Canada and the United States, and is headquartered in Santa Clara, Calif.

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, KENNER, TONKA, ODDZON, SUPER SOAKER, MILTON BRADLEY, PARKER BROTHERS, TIGER, HASBRO INTERACTIVE, MICROPROSE, GALOOB and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

