CELEBRATION 2010 COLLECTOR EVENT PRESENTATION



- o THANKS TO THE FANS!
- o Vintage is here! Along with a big new line look
- o 2010 will be more focused but it will be a CELEBRATION!
- o Great new exclusives to celebrate Empire Strikes Back anniversary and the Clone Wars.
- o A glimpse of 2011...



Star Wars: The Clone Wars 3 ³/₄" Figures and Vehicles

New Line Look





Saga Legends

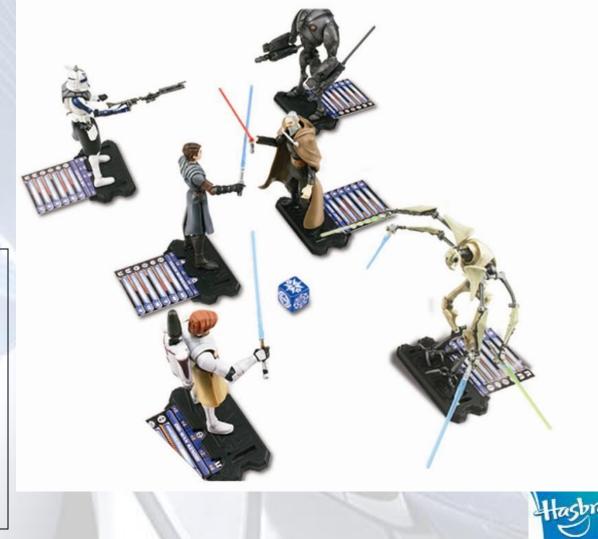




- A new way to play with figures
- Includes a unique card, base and die
- Galactic Battle Card game included with Clone Wars Figures, Saga Legends Figures, Battle Packs and Figure and Vehicle Packs

3-3/4" Galactic Battle Game

(In Packages August 2010)





(Wave 2 - on-shelf August)

Kit Fisto

Mace Windu

- The hottest new figure line continues
- Including figures from Spring, there will be 32 new Clone Wars figures in 2010

Commander Droid



Cammo Clone Scout



(Wave 3 - on-shelf September)



Ki-Adi Mundi

Clone Trooper Pilot



(Wave 4 - on-shelf November)





(Wave 5 - on-shelf December)





Clone Draa





(Wave 5 - on-shelf December)





Cato Parasitti

Clone Commander Jet





3-3/4" Galactic Battle Mat and Sergeant Bric Figure Mail in Redemption (In Packages August 2010)





STAR WARS TLEE WARNING: GALACTIC CHOKING HAZARD-Small parts lot for children under 3 years

- o Play mat for the Galactic Battle Game
- o Holds 16 figures
- Includes unique Sergeant Bric Clone (a bounty hunter hired by Kaminoans to train Clone cadets)



3-3/4" Clone Wars Figure & Vehicle Packs

(Wave 3 & 4 on-shelf October and November)



Freeco Bike with Cold Weather Gear Clone

- o All Clone Wars
- o \$15.99 SRP
- Flavor: Some classics, some new, and some "mini rig" concepts



Mini Tank w/ Tactical Droid



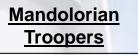






Wave 2 (On Shelf November)





Arc Troopers







3-3/4" Starfighter Vehicles (Wave 3 on-shelf November)

Plo Koon Starfighter



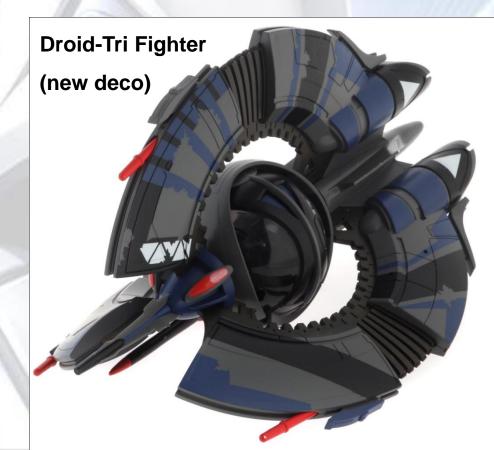




3-3/4" Starfighter Vehicles (Wave 3 on-shelf December)



Droid Gunship





3-3/4" Starfighter Vehicles (Wave 3 on-shelf January '11)







Star Wars: Legacy Collection 3 ³/₄" Figures and Vehicles



The Hasbro Star Wars Vintage Collection

- o Vintage is back!
- o This time, not limited...will run for at least two years.
- o Figures beyond OTC, including Episodes I, II and III
- o 37 basic figures in 2010
 - o Four waves, approximately every 6 weeks
 - o 27 figures will be new or have some new tooling and deco
 - o 10 figures will be "greatest hits" appearing on Vintage card backs for the first time!





Vintage Line Look



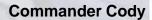
Vintage





Obi-Wan Kenobi

Clone Trooper





Wave 3 (on-shelf January)

Return of the Jedi Wave



Gamorrean Guard

Admiral Ackbar

Luke Skywalker



Wave 3 (on-shelf January, cont'd)

Return of the Jedi Wave



R2-D2 and Pop Up Lightsaber

Rebel Commando





Wave 3 (on-shelf January, cont'd)

Return of the Jedi Wave



Wicket

Wedge Rebel Pilot





Fall Figure Mail-In Program

- •30th Anniv. of ESB
- •The "Holy Grail" of Hasbro Star Wars Action Figures
- •Look for the vintage Boba Fett sticker
- •Stickers start appearing with ESB wave (approx. August)







<u>3-3/4" Starfighter Vehicles</u> (Wave 1 on-shelf early August)

Cloud Car









Force FX Lightsabers with Removable Blade



Darth Vader (available now)



Anakin Skywalker (available now)



Obi-Wan Kenobi (available September)



Darth Maul!





Wave 2 (on-shelf September)





Darth Maul and Obi-Wan

Mandolorian Troopers





Count Dooku and Commando Droid



Wave 3 (on-shelf November)







Training Clone & Sgt. Bric

Plus one more AWESOME Surprise 2-pack...

Senate Commando & Aqua Battle Droid



Galactic Heroes AT-AT

(on-shelf August)









Role Play



Boba Fett Electronic Helmet



1911

Boba Fett Electronic Blaster

General Grievous Spinning Lightsaber



Thire/ Republic Attack Cruiser

(On-shelf October)

Captain Rex/Freeco Bike (On-Shelf August)



Interceptor Tank/Tank Gunner (On-shelf September)





Yoda/Attack Shuttle (On-Shelf August)





Millennium Falcon RC







Star Wars Kul Teska Guard

From the Clone Wars: The Republic Heroes Videogame

o In-store August



Hasbro

kmart

Star Wars Jodo Kast Figure

o In-store August





Star Wars Nikto Skiff Guard o In-store September







Shadow of Malevolence



Destroy Malevolence

Star Wars DVD Figure 2 Pack

Includes Clone Wars Episodes

o In-store September







Galactic Heroes AT-ST

o In-store September







57

Anakin Skywalker to Darth Vader

Star Wars Legacy of the Dark Side 2-Packs

o In-store October



From CW Hostage Crisis Episode: Shahan Alana, Robonino, 2 Commando Droids

Exclusives



TARGET®

From CW Hidden Enemy Episode: Captain Rex, Sgt. Slick, Clone Trooper Chopper, Clone Trooper Gus

Clone Wars Figure Collection with Bounty Hunter DVD

o In-store October

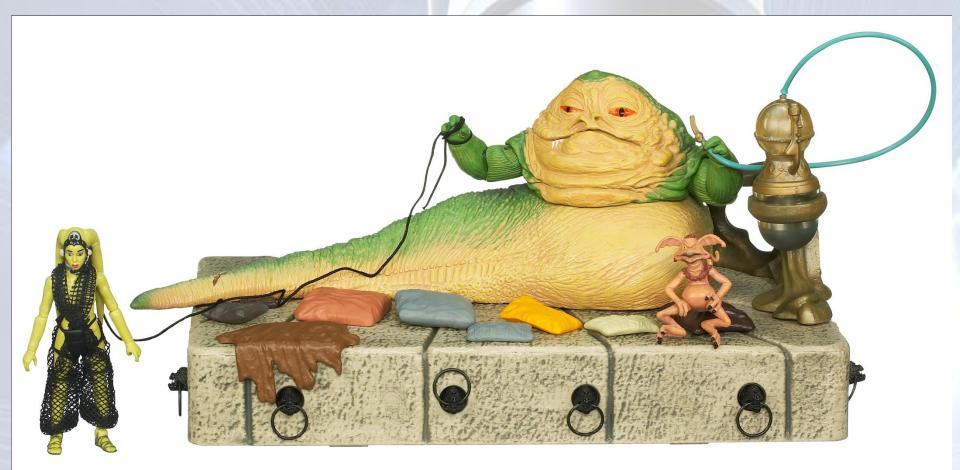


Rise of Boba Fett Ultimate Battle Pack

o In-store September







Star Wars: Jabba's Throne

o In-store October

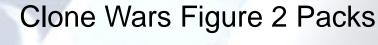




Senate Commando Captain and Senate Commando

Cad Bane and IG-86

TARGET.



o In-store late October



Clone Wars Clone Commando Squad

Four of our hottest troopers Cold-weather, ARF, pilot, jetpack Available August







Kit Fisto Starfighter Vehicle o In-store October





Obi-Wan Kenobi and Super Battle Droid

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TARGET_®

Geonosis Arena 2010 Assortment

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o In-store late October

Rodian Jedi and Battle Droid

AGES 4+



In-store late October 0







Star Wars Vintage AI-AI

o In-store late October





INCLUDES 1 AT-AT DRIVER AND 1 SPEEDER BIKE OTHER AVAILABLE FIGURES SOLD SEPARATELY.





WARNING:

SVAA or R6 size

X3 BATTERIES REQUIRED

Ages 4 and Up No. 26141



AIIII

Star Wars Vintage AT-AT

o In-store late October











Star Wars Vintage Snow Speeder and TIE Fighter

o In-store October



Star Wars Vintage Snow Speeder and TIE Fighter

In-store October 0









Bounty Hunters (Bossk, Boba Fett, IG88)







Yoda, Darth Vader, Stormtrooper





Clone Wars Bounty Hunters (Cad Bane, General Grievous, Captain Rex)



Star Wars Mini Muggs 3-Packs

o In-store late October



Walmart 25

o In-store December



Star Wars Hoth Battle Packs

In-store December 0

Defense of Hoth







Star Wars Vintage Figure Collection

o In-store December







Star Wars Comic Packs



Deliah Blue and Darth Nihl



Knights of the Old Republic #6:

Jarael and Rohlan Dyre





Star Wars Comic Packs



Jango Fett: Open Seasons #2: Jaster Mereel & Montross

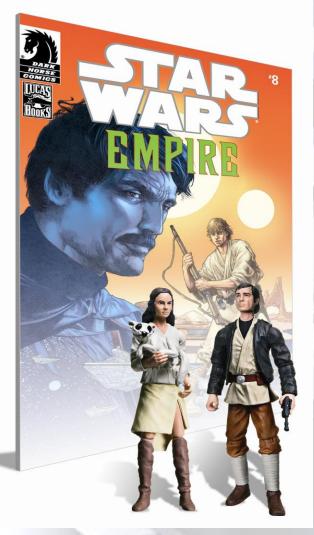


X-Wing Roque Squadron #29: Baron Fel & Ysanne Isard









Cami and Fixer Comic 2 Pack (Celebration V Exclusive)

- o Special Outer Package
- o Will be VERY limited
- o Available at Hasbrotoyshop.com and Starwarsshop.com







4-Lom and Zuckuss (Celebration V Exclusive)

- o Special 30th anniversary tribute to original "reversed" packaging
- o Will be very limited packaging
- o Available at Hasbrotoyshop.com and starwarsshop.com

2011 Preview



Wave 5 (on-shelf February)

EP II Wave





Wave 5 (on-shelf February, cont'd)

EP II Wave



Peasant Anakin

Peasant Padme

Jango Fett





Wave 5 (on-shelf February, cont'd)

EP II Wave



Senate Security Guard

Mace Windu







Grizz Frix X-wing Pilot, R2-T7 Grizz Frix's Astromech Droid, Palso Thern B-wing Pilot, Scythe TIE Fighter Pilot

Ekelarc Yong Y-wing Pilot, R5-P9 Ekelarc Yong's Astromech Droid, Sila Kott A-wing Pilot, Oxixo TIE Figher Pilot

Star Wars Endor Pilots

o In-store January







Saga Vehicles with Figure

o In-store March





- o THANK YOU!
- Looking forward to 2011 and a lot more to come at Toy Fair!

