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**HASBRO'S DUEL MASTERS™ AND MY LITTLE PONY™ TEAM-UP
IN McDONALD'S® HAPPY MEALS**

*The Hot New Trading Card Game, Duel Masters, to be Featured
Alongside the Highly Popular MY LITTLE PONY Brand in McDonald's
Happy Meals – January 28, 2005 – February 24, 2005*

Oak Brook, Ill., January 27, 2005 – McDonald's® youngest guests are invited to jump into their own fantasy play world as the Happy Meal® offers exclusive new Hasbro's DUEL MASTERS™ trading cards and toys, as well as a special collection of MY LITTLE PONY™ characters. Beginning January 28, 2005 through February 24, 2005, guests will receive three DUEL MASTERS trading cards along with custom card-play accessories, or one of eight ponies from the cherished MY LITTLE PONY collection with the purchase of a Happy Meal. Imaginations will soar as children create their own adventures with these enchanting toys, available at participating McDonald's restaurants nationwide, while supplies last.

Duel Masters

DUEL MASTERS fans will flock to McDonald's for the latest Happy Meal release. The promotion includes 15 premium DUEL MASTERS cards created exclusively for McDonald's Happy Meals, including five brand new cards that can only be found at McDonald's. Each Happy Meal will include a pack of three of these exclusive cards along with a card play accessory toy designed to add even more fun and excitement to the popular trading card game. With new cards and accessories, DUEL MASTERS game play will intensify as players can watch Shobu and Kokujo shoot playing cards across the table with the touch of a button, or place their favorite cards in a Darkness or Light Civilization card holder. Dealing out a DUEL MASTERS game has never been easier with the Fire Civilization Card dealer, and completing the collection are the Shobu Mini-Comic Book and Display, the Water Civilization Card Display that fans out cards, and the Nature Civilization Launcher – just insert the trading card to watch the creature launch it into play.

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MY LITTLE PONY

With enchanting characters such as PINKIE PIE and SPARKLEWORKS it's no wonder that Hasbro's MY LITTLE PONY brand has captured the hearts of millions of little girls around the world since its reintroduction two years ago. MY LITTLE PONY fans can collect these two magical ponies, along with SERENDIPITY, MINTY, BUTTERSCOTCH, DAISYJO, STAR SWIRL and WYSTERIA. Handpicked from the Hasbro line for McDonald's Happy Meals, each MY LITTLE PONY figure features a beautiful colored mane and accessory for hours of styling fun. These tiny ponies are sure to bring another exciting way for children to enjoy the magic of the world of MY LITTLE PONY.

Young guests now have the opportunity to enjoy additional food choices with their Happy Meals including Apple Dippers (fresh, peeled apple slices) served with low fat caramel dipping sauce, and new beverage choices including 100% pure Minute Maid apple juice and low fat white and chocolate Milk Jugs, served in child friendly containers.

McDonald's

McDonald's is the world's leading food service retailer with more than 30,000 McDonald's restaurants serving 46 million customers each day in more than 100 countries. More than 80 percent of McDonald's restaurants around the world are owned and operated by independent, local businessmen and women. Please visit our newly designed website at www.mcdonalds.com to learn more about the Company.

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 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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