



PRESS RELEASE
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Discovery Gateway Unveils
***TINKERTOY®: Build Your Imagination™* Exhibit on Saturday, September 22**
Interactive, educational experience runs through January 6

Salt Lake City, UT – There's no limit to what kids can do in *TINKERTOY: Build Your Imagination*, a new interactive exhibit opening at Discovery Gateway children's museum on Saturday, Sept. 22. Sponsored by General Electric Company, the exhibit will be featured at the Museum through Jan. 6, 2012, and will be revealed to members and invited guests during an exclusive preview on Friday, Sept. 21, from 6 – 8 p.m.

The 1,500-square-foot English/Spanish bilingual exhibit, targeted to children ages 3-10, was developed by the Betty Brinn Children's Museum in collaboration with GE and PLAYSKOOL®, the infant/preschool toy division of Hasbro, Inc. Giant replicas of the classic TINKERTOY construction set provide the framework for fun, educational activities inspired by GE technologies that turn imagination into working solutions to real world challenges.

Throughout the run of the exhibit, Discovery Gateway will conduct Innovations Workshops most Saturdays at 1 p.m. (visit www.DiscoveryGateway.org for a complete schedule), and will be hosting field trips for schools from across the state.

Visitors to the exhibit will enjoy a variety of activities that promote imagination and collaboration:

The Welcome Gallery - The *Welcome Gallery* celebrates the 95th anniversary of TINKERTOY through a retrospective of the toy's history, and highlights GE technologies that improve communities around the globe every day.

Invent – Children are encouraged to think about where ideas come from, and to explore the emerging field of biomimicry – nature's influence on design. Visitors can match real inventions with their natural inspiration and create a design of their own.

Collaborate – Dual-sided panels allow visitors to work independently or with a partner to create TINKERTOY designs.

Energize – Children can explore GE's commitment to renewable energy as they use a kid-powered fan to test their own wind-powered TINKERTOY creations.

Change – A Rube Goldberg-like contraption illustrates the power of creative thinking and how simple mechanisms work. The activity lets children select and position words to build silly – but thought-provoking! – sentences that serve as the springboard for innovation.

Process/Connect – TINKERTOY-inspired equipment lets children explore the concept of filtration, while a companion activity invites them to build ball tracks that illustrate how GE technologies help address the challenge of providing clean water. Finding the correct path through a graphic maze answers children’s curiosity about “Where does the water go?”

Develop – Visitors will enjoy filling a life-size human form with TINKERTOY hubs, providing a great photo opportunity and revealing the elements of a healthy lifestyle – and emptying the piece is fun, too! A special rotating TINKERTOY hub array inspires children to consider the impact of their personal choices, highlighting one of our most important responsibilities: taking care of ourselves so that we can do anything!

Create – This open play area reserved for children age 3 and older features a spectacular assortment of TINKERTOY pieces – the perfect place to build their imagination. Pictures of remarkable TINKERTOY creations and special tips provide guidance and inspiration.

The Tinker Tank – A larger-than-life replica of a TINKERTOY canister is the starting point for the exhibit’s challenging scavenger hunt, a must for those with an eye for detail and a nose for knowledge! The Tinker Tank invites guest literally inside the iconic canister, and contains a variety of educational materials that attest to the impact of unconventional ideas on some of the world’s greatest – and strangest – inventions, and serve as a reminder that “If at first you don’t succeed...”

Local and national sponsors include KSL, GE Capital Bank, the George S. & Dolores Doré Eccles Foundation, GE Capital Americas, Reaveley Engineers & Associates, Inc., Hamilton Partners, Inc., Ron & Carolyn Reaveley, Maria Stillman Farrington, FFKR Architects, GSBS Architects and Steel Encounters, Inc.

The exhibit is open Monday through Thursday from 10 a.m. to 6 p.m., Friday and Saturday from 10 a.m. to 8 p.m., and on Sundays from noon until 6 p.m. Tickets are \$8.50 per person and \$6 per senior (adults older than 65). Pre-registered groups are \$7.50, pre-registered school groups are \$3.25, and members and children younger than 1 are free. For more information, call (801) 456-KIDS (5437) or visit www.discoverygateway.org.

About the Discovery Gateway

A non-profit organization, Discovery Gateway’s programs and exhibits are designed to address the many ways that children learn, as well as to help parents understand and support their children’s development. These engaging and interactive activities inspire creative play and learning, and fun for the entire family. Formerly The Children’s Museum of Utah, the organization was founded in 1978 by a group of parents, educators, and community leaders who believed that children learn the best through “doing.” In 2006, The Children’s Museum of Utah moved into its current 60,000 square-foot, world-class facility and officially became Discovery Gateway children’s museum.

About the General Electric Company GE (NYSE: GE) is a diversified infrastructure, finance and media company taking on the world’s toughest challenges. From aircraft engines and power generation to financial services, medical imaging, and television programming, GE operates in more than 100

countries and employs about 300,000 people worldwide. For more information, visit the company's Web site at www.ge.com.

About PLAYSKOOL®

Since 1928, PLAYSKOOL, the infant/preschool toy division of Hasbro, Inc. (NYSE: HAS), has provided toys that help infants, toddlers and preschoolers develop and learn as they play. PLAYSKOOL believes that play is the first and most important building block for all learning, and encourages parents and grandparents to play with their children everyday.

About Hasbro, Inc.

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2009 Hasbro, Inc. All Rights Reserved.

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