



Hasbro to Showcase Its Top Entertainment & Fan-Favorite Brands at the 2016 San Diego Comic-Con International

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Providing Fans of All Ages Engaging Experiences Across the Hasbro Brand Portfolio with Autograph Signings, Special Edition Giveaways and Memorable Photo Opportunities

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) is making its awaited return to Comic-Con International in San Diego, California. The company's portfolio of brands will be represented in and around the convention, and will include TRANSFORMERS, MY LITTLE PONY, G.I. JOE, MICRONAUTS, VISIONARIES, PIE FACE and WIZARDS OF THE COAST as well as partner brands including DREAMWORKS ANIMATION'S TROLLS, YO-KAI WATCH, alongside STAR WARS, MARVEL'S AVENGERS, DISNEY'S MOANA, DISNEY'S ELENA OF AVALOR, DISNEY'S DESCENDANTS, and more. From new product offerings to sneak peeks at upcoming entertainment, Hasbro will be making its mark at this year's Comic Con showcasing a variety of brand expressions. Aligning with Hasbro's commitment to creating the world's best play experiences for children and their families, the company's presence will be an engaging and interactive experience for all in attendance. From sharing in the magic of friendship with MY LITTLE PONY to meeting some of the designers behind the iconic TRANSFORMERS brand, there will be something for fans of all ages to enjoy.

The following highlights some of the activities for Hasbro's brands and licensed properties happening within the Hasbro booth (#3213) and around the convention. San Diego Comic Con attendees are encouraged to check the schedule posted in Hasbro's information booth each day for updates and to follow @HasbroNews on Twitter for the latest happenings within the booth.

TRANSFORMERS

Phone battery running low on Energon? Fans can "Power Up" in the TRANSFORMERS section of the booth with its phone charging stations. Fans can see some of the awesome new characters and figures across the Transformers Generations, Transformers Robots in Disguise and Transformers Rescue Bots lines. Backflip Studios will also have a game-play station for the latest game in the TRANSFORMERS mobile gaming portfolio, TRANSFORMERS: EARTH WARS.

On Thursday, July 21st at 11:00 a.m., join members from Hasbro's TRANSFORMERS design teams and creators and talent from Machinima for the *Transformers Generations: More than Meets the Eye* panel. In this session, fans will get to view never before seen content from the anticipated digital series from Machinima, Transformers Combiner Wars, which is the first installment of the Generations Prime Wars Trilogy, launching on August 2nd. Stop by the Hasbro booth at 12:30 p.m. following the panel for an autograph session with some of the creators behind this new series.

A representation of TRANSFORMERS voice talent throughout the years will also be joining us for the *Transformers Animation: Then & Now* panel on Thursday, July 21st at 2:00 p.m. Don't miss a chance to see some of your favorite voice actors from TRANSFORMERS ROBOTS IN DISGUISE, along with special guests from the TRANSFORMERS lore. At 3:30 p.m. following the panel, talent will be in the Hasbro booth for an autograph signing for fans in attendance.

Other TRANSFORMERS brand activities include poster giveaways, caricature sessions, meet & greets with NASA representatives, as well as representation from some of our Consumer Products licensees, including Primitive Skateboards, Nice Kicks, Shoyoroll and more.

MY LITTLE PONY

The MY LITTLE PONY brand is returning to Comic-Con this year with the new MY LITTLE PONY GUARDIANS OF HARMONY line, featuring detailed figures based on fan-favorite characters with increased articulation, entertainment-inspired deco, and a wide range of expression and emotion, allowing fans to create more elaborate storytelling through action and adventure based play. In addition to checking out the new product line, fans can also stop by the booth to help spread the magic of friendship by making a pledge to "Friend it Forward" in honor of the International Day of Friendship on July 30th.

See the voice talent from *My Little Pony: Friendship is Magic* at the brand's panel on Friday, July 22nd at 10:30 a.m. for a special sneak peek at an upcoming episode of *My Little Pony: Friendship is Magic*, an early look at the new movie *My Little Pony Equestria Girls Legend of Everfree* coming this Fall, and more. Following the panel, don't miss the opportunity to meet the *My Little Pony: Friendship is Magic* voice talent for an autograph signing at 12:00 p.m. in the Hasbro booth.

Other exciting MY LITTLE PONY brand booth activities include an autograph signing with *The Wonderbolts Handbook* author, Brandon T. Snider on Thursday, July 21st at 11:30 a.m., and a live drawing session with MY LITTLE PONY IDW artists Tony Fleecs and Agnes Garbowska on Sunday, July 24th at 12:30 p.m.

STAR WARS

Following the success of *STAR WARS: The Force Awakens* and in anticipation of *Rogue One: A Star Wars Story* releasing on December 16, 2016, STAR WARS fans will be eager to stop by Hasbro's Comic-Con booth for exciting reveals and hands-on product experiences.

Join members of the Hasbro STAR WARS team for a panel on Friday, July 22nd at 12:00 p.m. to discuss the popular product line. Attendees will get an in-depth look at Hasbro's latest action figure offerings, and word on the Holonet is there may also be a few surprises, including a special product reveals. Following the panel, fans can swing by the Hasbro booth at 1:30 p.m. to check-out the Hasbro design team in action as they begin the sketch for the 2016 Black Series fan vote winning figure. And don't miss the opportunity to pose in the booth wearing your favorite Star Wars cosplay and post your photo on Twitter using #HasbroSWCosplay for a chance to win the convention exclusive STAR WARS: THE BLACK SERIES Figure.

Other exciting STAR WARS activities you won't want to miss include poster giveaways, cosplay contests and STAR WARS Bladebuilders lightsaber training sessions.

MARVEL

It's a big year for the Marvel Universe with the release of *Captain America: Civil War* and the 75th anniversary of Captain America. In celebration, fans can pose like the first avenger in a life-sized Marvel Legends action figure package, complete with Hasbro's Marvel Legends Captain America 75th Anniversary Metal Shield. Fans who share a photo of their heroic pose using #HasbroCap75th on Twitter or Instagram will be entered into the Marvel Legends Shield-a-Day Giveaway for a chance to take home their very own Marvel Legends Captain American 75th Anniversary Metal Shield.

Hasbro's Marvel team will also be hosting a panel on Saturday, July 23rd at 4:00 p.m. to talk about the latest and greatest additions to the Marvel Legends line and share some exciting reveals of figures to come in 2017.

MAGIC: THE GATHERING

Be on the lookout for the powerful Magic: The Gathering Planeswalker character that will be roaming the Hasbro booth floor. Fans will also have the opportunity to meet with the talented creators behind Wizards of the Coast and Magic: The Gathering during autograph sessions with designers Mark Rosewater and James Wyatt. Stop by the Hasbro booth or follow @HasbroNews on Twitter for details.

PIE FACE

Hasbro has teamed up with Cartoon Network to bring the hilarious PIE FACE game to Comic-Con. Fans can visit the Petco Park Interactive Zone where Cartoon Network will host a PIE FACE experience with a larger-than-life game, trivia, prizes and of course, whipped cream. The PIE FACE activation will run Thursday, July 21st through Saturday, July 23rd from 11:00 a.m. to 2:00 p.m. and 3:00 p.m. to 6:00 p.m., and Sunday, July 24 from 11:00 a.m. - 2:00 p.m.

YO-KAI WATCH

The YO-KAI WATCH brand and mischievous Yo-kai are headed to Comic-Con for the first time this year. Fans can learn all about the phenomenon in three different locations throughout the show: the Hasbro booth at the Convention Center, the YO-KAI WATCH booth at Petco Park and the Play Nintendo Family Lounge at the Marriot Marquis & Marina.

In the Hasbro booth at the Convention Center, fans can get a sneak peek at the full line up of Hasbro's YO-KAI WATCH toys, including Season 2 products such as the new YO-KAI WATCH Model Zero and Yo-Motion Yo-kai Medals that bring Yo-kai characters to life in a new way.

Additionally, in the Hasbro Booth, join members of the Hasbro Gaming team for hands-on demonstrations of the new YO-KAI WATCH Trading Card game on Friday, July 22nd at 4:30 p.m., and Saturday, July 23rd at 5:00 p.m. Exclusive San Diego Jibanyan YO-KAI WATCH Trading Cards will be given away during these sessions.

In the Play Nintendo Family Lounge, fans can try out the upcoming YO-KAI WATCH 2: Bony Spirits and YO-KAI WATCH 2: Fleshy Souls video games. Other popular Nintendo 3DS and Wii U titles will also be playable. The Play Nintendo Family Lounge is open Thursday, July 21st - Sunday July 24th. Also, on Friday, July 22nd at 3:00 p.m., Actors Alicyn Packard, J.W. Terry and Melissa Hutchison, who provide the voices for Jibanyan, Whisper and Komasan, respectively, in the [YO-KAI WATCH](#) video game and animated TV series, will be conducting a Q&A session, doing live voice demos and a table read of a scene from Season 2 of the animated TV series.

At Petco Park, fans can experience all the excitement of the YO-KAI WATCH brand at the YO-KAI WATCH Booth. Look for the giant Jibanyan to find YO-KAI WATCH character face painting, see demos of Hasbro's YO-KAI WATCH toys and new trading card game, try Nintendo's 3DS YO-KAI WATCH 1 and a new mode, "Blasters" from YO-KAI WATCH 2. Fans can also play the YO-KAI WATCH Wibble Wobble mobile game, screen new episodes of the YO-KAI WATCH animated series and join Jibanyan for dance parties and photos. The YO-KAI WATCH Booth at Petco Park runs Thursday, July 21st through Sunday, July 24th.

About Hasbro

[Hasbro](#) (NASDAQ: HAS) is a global company committed to *Creating the World's Best Play Experiences* by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and consumer product licensing, Hasbro fulfills the fundamental need for play and connection with children and families around the world. The Company's Hasbro Studios and its film label, Allspark Pictures, create entertainment brand-driven storytelling across mediums, including television, film, digital and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

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