



Hasbro Doubles Down in Burbank

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Hasbro Expands by 35,000 Square Feet with New Space in Media Studios North

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ: HAS), a global company committed to creating the world's best play experiences, and Cushman & Wakefield, a global leader in commercial real estate services, today announced that the company is relocating and expanding its West Coast presence, moving from its 45,000-square-foot N. Hollywood Way office in Burbank, CA, to a new 80,000-square-foot office space located on 3333 W. Empire Avenue in Burbank's Media Studios North office park.

"Los Angeles has become an important creative center of excellence for Hasbro, first with Hasbro Studios established in 2009, alongside our growing film business through Hasbro's film label Allspark Pictures, and now with the expansion of our marketing and design teams, supporting the toy and consumer products licensing business for Hasbro and its partners," said Stephen Davis, Executive Vice President and Chief Content Officer of Hasbro. "With well over 100 Hasbro Team Members and growing, we are thrilled to move into brand new state-of-the-art facilities in Burbank."

Media Studios North is a 1.2 million-square-foot office park owned in a joint venture between Shorenstein Properties LLC and The Worthe Real Estate Group, Inc. The property is home to companies including Technicolor and Kaiser Permanente. It is adjacent to the Bob Hope Airport and offers quick access to Downtown Los Angeles. Hasbro employees will have access to a range of amenities, including two full-service commissaries, a first-class health club and outdoor activities such as basketball, volleyball, tennis, and a jogging track. The building is LEED Gold certified, and Hasbro's new facility features enough space for 300+ employees. The Hasbro team intends to occupy the new space in the fourth quarter of this year.

Cushman & Wakefield Executive Managing Director Michael Dalton, as well as Jonathan Larsen, principal and managing director at Avison Young, represented Hasbro. Brad Feld, partner at Madison Partners, represented the landlord.

"As Hasbro continues to expand, it will be surrounded by other organizations doing the same," Dalton said. "With a combination of on-site amenities and a convenient location, Media Studios North is an ideal spot for Hasbro to continuing building its West Coast presence."

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 products 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](#)).

About Cushman & Wakefield

Cushman & Wakefield is a global leader in commercial real estate services, helping clients transform the way people work, shop, and live. The firm's 43,000 employees in more than 60 countries provide deep local and global insights that create significant value for occupiers and investors around the world. Cushman & Wakefield is among the largest commercial real estate services firms with revenues of \$5 billion across core services of agency leasing, asset services, capital markets, facility services (branded C&W Services), global occupier services, investment management (branded DTZ Investors), project & development services, tenant representation and valuation & advisory. To learn more, visit www.cushmanwakefield.com or follow [@CushWake](#) on Twitter.

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