



Hasbro Returns to San Diego Comic-Con International, Showcasing Top Entertainment Brands

July 9, 2015

From Traffic-Stopping Giant Character Statues and Entertaining Panels, to Autograph Sessions and A My Little Pony-Themed Silent Disco, Hasbro Offers Dozens of Ways for Fans to Experience Their Favorite Pop Culture Characters

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Hasbro, Inc. (NASDAQ: HAS) makes its anticipated return to Comic-Con International in San Diego with its iconic and globally renowned brands including TRANSFORMERS, MY LITTLE PONY, MAGIC: THE GATHERING, JEM AND THE HOLOGRAMS and G.I. JOE as well as licensed toy lines based on characters from the MARVEL and STAR WARS™ universes. From toys and games to comics, television shows and Hollywood blockbuster films, Hasbro continues to entertain kids and fans around the globe with world-class brands year after year. Hasbro is celebrating these brands and characters at this year's convention with an exciting lineup of panels, autograph sessions, special edition toys, giveaways and more.

Hasbro's booth at Comic-Con continues to draw eager fans ready to purchase special edition Hasbro products and get their hands on exclusive giveaways. This year, attendees can expect even more unique experiences, products and displays including photo opportunities with giant character statues including a giant MARVEL LEGENDS Hulkbuster action figure. Plus, a host of interactive panels, celebrity appearances and more!

In 2015, the Hasbro booth will be bursting at the seams with exciting events, signings and giveaways! Fans are urged to check the schedule in Hasbro's booth each day and follow @HasbroNews on Twitter for timing of events and giveaways.

The following features highlight the activities across Hasbro brands and licensed properties to be showcased in the Hasbro booth (#3213) and around the convention.

TRANSFORMERS

This year has introduced new ways for TRANSFORMERS fans of all ages to enjoy the franchise, with the debut of *TRANSFORMERS: ROBOTS IN DISGUISE* on Cartoon Network, the GENERATIONS COMBINER WARS unfolding in the TRANSFORMERS GENERATIONS toy line, TRANSFORMERS comic books from IDW Publishing, and gaming from both Activision and DeNA mobile, as well as all new animated episodes of Rescue Bots airing on Discovery Family.

Fans will have two opportunities to hear what's in store for the future of the AUTOBOTS and DECEPTICONS on Thursday, July 9 during Comic-Con International in San Diego. At 11:00 a.m., TRANSFORMERS devotees can attend the TRANSFORMERS GENERATIONS: MORE THAN MEETS THE EYE panel to get a sneak peek at the upcoming TRANSFORMERS GENERATIONS COMBINER WARS action figures and a Q&A with the Hasbro brand team as well as members from the IDW and Activision teams. At 3:00 p.m., fans can join the cast and creative team behind the TRANSFORMERS: ROBOTS IN DISGUISE animated series as they share stories about the making of the animated series and a sneak peek at the remainder of Season 1.

Also on Thursday, fans can stop by the Hasbro booth for two TRANSFORMERS autograph signings, including one with the artists and writers behind TRANSFORMERS IDW Combiner Wars comic book at 3:00 p.m. followed by the voices behind *TRANSFORMERS: ROBOTS IN DISGUISE* at 4:45 p.m.

On Friday, July 10th at 3:00 p.m., Hasbro invites fans to stop by for an autograph signing with the Women of TRANSFORMERS, and on Saturday, July 11th, fans will have a signing opportunity with the designers of the TRANSFORMERS toy line at 9:30 a.m. The booth is also the place to be if you want to take on the largest of all Combiners, Devastator, stop by to get your picture with this giant robot and try not to get stomped on!

MY LITTLE PONY

The MY LITTLE PONY brand is returning to Comic-Con this year with its unique humor, memorable characters and endearing stories about the power of friendship. Fans of the MY LITTLE PONY brand won't want to miss the brand's panel at Comic-Con on Friday, July 10th at 10:30 a.m., which will feature a sneak peek at upcoming episodes of *MY LITTLE PONY: FRIENDSHIP IS MAGIC* and an early look at the new film *MY LITTLE PONY EQUESTRIA GIRLS FRIENDSHIP GAMES*.

MY LITTLE PONY fans will not want to miss a special Silent Disco, sponsored by Silent Storm, on Friday at 1:30 p.m. Also on Friday, the Hasbro booth will host two autograph signings for MY LITTLE PONY fans. At 12:30 p.m. join the voice talent behind *MY LITTLE PONY: FRIENDSHIP IS MAGIC* and *MY LITTLE PONY EQUESTRIA GIRLS* and at 4:30 p.m. join MY LITTLE PONY book author, G.M. Berrow of Little Brown. On Sunday, July 12th the Hasbro booth will host a live drawing session with MY LITTLE PONY IDW artists Andy Price and Agnes Garbowska.

JEM

Thirty years after the iconic brand's debut, Hasbro is introducing its best-loved animated pop stars, JEM AND THE HOLOGRAMS, to a new audience in 2015. Celebrating all of the glamour, glitter, fashion, and fame of the classic 1980s series, the JEM AND THE HOLOGRAMS brand will release this October a feature film and dynamic global lifestyle licensing program spanning toys, publishing, fashion, and beauty products. Make sure to stop by the Hasbro booth for some Truly Outrageous JEM AND THE HOLOGRAMS giveaways and more.

MAGIC: THE GATHERING

Hasbro's highly-anticipated MAGIC: THE GATHERING ARENA OF THE PLANESWALKERS tactical miniatures game will be demoed in Hasbro's booth throughout Comic-Con. Fans who stop by can sign up for the chance to be one of the first to play this newly-released game and talk with Hasbro Gaming and Wizards of the Coast brand teams. Fans coming by the booth can also collect five unique ARENA OF THE PLANESWALKERS themed posters which will be given away throughout the show.

G.I. JOE

Hasbro this year is debuting G.I. JOE favorite SGT. SLAUGHTER in KREON figure form in the exclusive CONSTRUCTION COMMANDOS set! Not only will loyal G.I. JOE fans have their first chance to get their hands on the item at Comic-Con, but Sgt. Slaughter himself will be doing signings in the booth on Saturday, July 11th at 11:00 a.m. and 3:00 p.m.!

STAR WARS

With the second season of *STAR WARS Rebels* releasing later this year, and *STAR WARS: The Force Awakens* releasing on December 18, 2015, STAR WARS fans will be eager to stop by Hasbro's Comic-Con booth for exciting reveals and hands-on product experiences.

The must-see Hasbro panel on STAR WARS takes place Friday, July 10th at 12:00 p.m. And, on Saturday, July 11 at 1:00 p.m. Ashley Eckstein, voice of the fan-favorite Ahsoka Tano from *STAR WARS: The Clone Wars* and *STAR WARS Rebels* will be in the booth for a special autograph signing.

MARVEL

Hasbro's booth will be celebrating a huge year for the MARVEL universe hot on the heels of *Marvel's Avengers: Age of Ultron*. Attendees can get a sneak peek at brand-new, never before seen action figures from the Marvel LEGENDS action figure line at the Hasbro MARVEL panel on Saturday, July 11th at 4:00 p.m. Fans will have an opportunity to help select the next figure in the Marvel LEGENDS line with daily voting sessions for Hasbro's Marvel Figure Fan Vote!

Note: Special edition items can be purchased at the Hasbro Toy Store booth (#3329) during regular show hours while supplies last.

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, TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and a comprehensive lifestyle licensing program, Hasbro fulfills the fundamental need for play and connection for children and families around the world. The Company's Hasbro Studios creates entertainment brand-driven storytelling across mediums, including television, film 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 every year. Learn more at www.hasbro.com and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)).

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