



Hasbro Showcases the World's Best Play and Entertainment Experiences at the 2017 American International Toy Fair

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Company Unveils New Product and Entertainment from TRANSFORMERS, MY LITTLE PONY, HANAZUKI, NERF, PLAY-DOH, HASBRO GAMING and More

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) will debut its 2017 portfolio of play and entertainment experiences at the American International Toy Fair in New York City.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170217005316/en/>



On June 23, 2017 Michael Bay and Mark Wahlberg will return to the Transformers film series for TRANSFORMERS: THE LAST KNIGHT, the latest installment of Paramount's Blockbuster film franchise. Watch the trailer here: <https://www.youtube.com/watch?v=qLA6cplWr6A>

our fans and families around the world."

Visit newsroom.hasbro.com to view Hasbro's 2017 Toy Fair Media Kit.

ABOUT HASBRO

[Hasbro](http://www.hasbro.com) (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](https://twitter.com/Hasbro) & [@HasbroNews](https://twitter.com/HasbroNews)) and Instagram ([@Hasbro](https://www.instagram.com/hasbro)).

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"2017 is a landmark year for Hasbro, as we're delivering record innovation, and telling more stories than ever within our brands across toy, game, entertainment and digital experiences," said John Frascotti, President, Hasbro, Inc. "In addition to releasing two major motion pictures inspired by our globally popular brands, TRANSFORMERS and MY LITTLE PONY, we're adding exciting innovation into our NERF and HASBRO GAMING brands, as well as introducing entirely new brands such as HANAZUKI to