



Hasbro Showcases the World's Best Play and Entertainment Experiences at the 2018 American International Toy Fair

February 15, 2018

Hasbro Unveils New Product and Entertainment from TRANSFORMERS, MY LITTLE PONY, NERF, MARVEL, STAR WARS, HASBRO GAMING and more

PAWTUCKET, R.I.--(BUSINESS WIRE)--Feb. 15, 2018-- [Hasbro, Inc.](http://www.businesswire.com/news/home/20180215006304/en/) (NASDAQ: HAS) will debut its 2018 portfolio of play and entertainment experiences at the American International Toy Fair in New York City.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20180215006304/en/>

TRANSFORMERS CYBERVERSE SCOUT, WARRIOR, ULTRA AND ULTIMATE CLASS Figures (HASBRO/Ages 6 years & up/ ...

TRANSFORMERS CYBERVERSE SCOUT, WARRIOR, ULTRA AND ULTIMATE CLASS Figures (HASBRO/Ages 6 years & up/ Approx. Retail Price: \$19.99/Available: Summer 2018) (Photo: Business Wire)

"In 2018 we will continue to grow our brand portfolio, leveraging storytelling and new platforms to reach our expanding consumer audiences," said John Frascotti, President, Hasbro, Inc. "We look forward to unveiling the latest innovative play experiences from brands like TRANSFORMERS, MY LITTLE PONY, NERF, PLAY-DOH,

MONOPOLY, MARVEL, STAR WARS, and HASBRO GAMING to provide our audiences with more ways to experience our brands than ever before."

Visit newsroom.hasbro.com to view Hasbro's 2018 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. Through Hasbro Studios and its film labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 1 on the 2017 100 Best Corporate Citizens list by *CR Magazine*, and has been named one of the World's Most Ethical Companies[®] by *Ethisphere Institute* for the past six years. 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)).

About Marvel Entertainment

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy-five years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit marvel.com. ©2018 MARVEL

STAR WARS and related properties are trademarks and/or copyrights, in the United States and other countries, of Lucasfilm Ltd. and/or its affiliates. © & TM Lucasfilm Ltd.

HAS-PR

View source version on businesswire.com: <http://www.businesswire.com/news/home/20180215006304/en/>

Source: Hasbro, Inc.

Hasbro Media
Kristina Timmins, 401-727-5973
Kristina.timmins@hasbro.com