



Hasbro Joins Blizzard Entertainment's Overwatch® in the Fight for the Future as Master Toy Licensee

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Hasbro to Create Wide Range of Overwatch® Play Experiences

PAWTUCKET, R.I. & SANTA MONICA, Calif.--(BUSINESS WIRE)--May 22, 2018-- [Hasbro, Inc.](#) (NASDAQ: HAS) today announced that they have signed a licensing agreement with Blizzard Entertainment to become the global master toy licensee for the Overwatch® franchise. Hasbro will create a wide range of play experiences including NERF products, games and more, based on the growing Overwatch® universe and its characters.

Overwatch is a highly-stylized team-based action game set in Earth's near future. Featuring 27 playable heroes with unique powers and abilities, Overwatch immerses players in intense multiplayer showdowns where they must band together to keep the world safe from rising conflict. Overwatch is also the basis for the Overwatch League®, the first major global city-based esports league, featuring teams from Asia, Europe, and North America.

"We are thrilled to announce this partnership with Blizzard for the Overwatch franchise," said Samantha Lomow, senior vice president, Hasbro. "The roster of bold, diverse characters, and a passionate following of more than 40 million players have inspired our teams to create an amazing product line that will not only appeal to the passionate Overwatch fan base, but also attract new fans into the Overwatch universe."

"Overwatch has really taken on a life of its own with our global community, so it's been important to us to work with partners who share our passion and commitment to quality when it comes to translating the spirit of the game into new real-world play experiences," said Matthew Beecher, VP, Blizzard Consumer Products. "With Hasbro's rich history of innovation and a long track record of bringing amazing worlds to life for new audiences, we couldn't imagine a better or more appropriate teammate."

The fight for the future will reach a new stage in January 2019, when Hasbro releases Overwatch® blasters in its NERF Rival line. Additional product categories will be launched Fall 2019 in the US and international markets.

About Hasbro

[Hasbro](#) (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, BABY ALIVE and MAGIC: THE GATHERING, as well as premier partner brands. Through its entertainment 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. 5 on the 2018 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 seven years. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

About Blizzard Entertainment, Inc.

Best known for blockbuster hits including World of Warcraft®, Hearthstone®, Overwatch®, the Warcraft®, StarCraft®, and Diablo® franchises, and the multi-franchise Heroes of the Storm®, Blizzard Entertainment, Inc. (www.blizzard.com), a division of Activision Blizzard (NASDAQ: ATVI), is a premier developer and publisher of entertainment software renowned for creating some of the industry's most critically acclaimed games. Blizzard Entertainment's track record includes twenty-one #1 games* and multiple Game of the Year awards. The company's online gaming service, Blizzard Battle.net®, is one of the largest online-gaming services in the world, with millions of active players.

*Sales and/or downloads, based on internal company records and reports from key distribution partners.

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