



## Hasbro Brings Top Talent, Entertainment and Fan-Favorite Brands to 2018 San Diego Comic-Con International

July 19, 2018

### Hasbro to Showcase Its Iconic Brands & Partner Portfolio to Comic-Con Attendees with Exclusives, Autograph Signings, Giveaways, Photo Opportunities and more

PAWTUCKET, R.I.--([BUSINESS WIRE](#))--[Hasbro, Inc.](#) (NASDAQ: HAS) will return to San Diego Comic-Con International, showcasing its extraordinary portfolio of brands including TRANSFORMERS, MY LITTLE PONY, POWER RANGERS, BEYBLADE, and MAGIC: THE GATHERING, as well as its premier partner brands from The Walt Disney Company including STAR WARS and MARVEL, and more! Hasbro's 2018 lineup will be showcased throughout the convention delivering epic experiences for fans of all ages with a showcase of product exclusives, panels, autograph signings, and never-before seen clips of upcoming entertainment.

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The following highlights some of the activities that Hasbro has lined up for attendees within the Hasbro booth (#3213) and around the convention. San Diego Comic-Con attendees are encouraged to check the schedule posted in Hasbro's information booth each day for updates and follow @HasbroNews on Twitter, as well as @Hasbro & @HasbroPulse on Instagram for the latest happenings at the show. Limited space available at the activities; first come, first served.

#### TRANSFORMERS

TRANSFORMERS roll out to San Diego Comic-Con to get franchise fans excited to #JointheBuzz in anticipation of the December theatrical release of BUMBLEBEE. Paramount Pictures will hold a special BUMBLEBEE panel at 5:00 p.m. on Friday, July 20th at Hall H with appearances by director Travis Knight and cast members Hailee Steinfeld, John Cena and Jorge Lendeborg Jr. Travis, Hailee, John and Jorge will also take part in an autograph session that will be held in the Hasbro booth on Friday. This is the first time a TRANSFORMERS film will be at San Diego Comic-Con. In addition, the TRANSFORMERS brand panel, held from 11:00am-12:00pm on Thursday, July 19th, will give attendees an opportunity to hear about new Transformers toys and products that have yet to hit store shelves. Transformers team members will provide a glimpse at products inspired by BUMBLEBEE, show new figures in the GENERATION STUDIO SERIES collection, and discuss the highly anticipated GENERATIONS WAR FOR CYBERTRON Trilogy line. Attendees can also catch a sneak peek of the new animated series CYBERVERSE and learn more about the CYBERVERSE toy line. Along with these two panels, be sure to stop by the TRANSFORMERS section of the Hasbro booth to check out activities and giveaways that are More than Meets the Eye!

#### MY LITTLE PONY

This year, MY LITTLE PONY will give fans a glimpse behind the curtain with the cast and creatives of *"My Little Pony: Friendship is Magic"* and *"My Little Pony Equestria Girls"* as they share behind-the-scenes details of the making of the popular animated series. Fans will also get to experience exclusive footage from both series, followed by a Q&A with the creatives and stars including Tara Strong, Cathy Weseluck, Andrea Libman and a very special guest! The MY LITTLE PONY panel will be held at 10:30 a.m. on Friday, July 20<sup>th</sup>.

Over at the MY LITTLE PONY brand booth, fans are invited to celebrate 35 years of friendship as we pay homage to our 1983 heritage with an exclusive MY LITTLE PONY GREATEST HITS set (\$19.99). The set features your favorite pony friends reimagined in 80s-inspired styles with only 1,983 available for purchase at San Diego Comic-Con in the Hasbro Toy Shop Booth #3329, while supplies last! Fans can get digitally ponified, enjoy special stage events, receive an autograph signing featuring the beloved *My Little Pony: Friendship is Magic* voice talent, and experience a live drawing session with IDW artists, plus giveaways and more!

#### POWER RANGERS

IT'S MORPHIN TIME! Hasbro is excited to bring the POWER RANGERS to San Diego Comic-Con in 2018! One of the most legendary Rangers of all time, Jason David Frank (aka 'Tommy Oliver'), will make a special appearance in the Hasbro booth for an autograph signing session. Fans will also have the opportunity for a photo with the original White Ranger costume, including the legendary Saba, from the original *Mighty Morphin Power Rangers* season. Additionally, in anticipation of the recently announced upcoming 2019 season, *Beast Morphers*, fans should be on the lookout for fun photo opportunities with the Power Rangers in their new *Beast Morphers* suits.

#### MAGIC: THE GATHERING

This year, MAGIC: THE GATHERING fans will be treated to a series of high profile autograph sessions at the Hasbro booth with Head Designer Mark Rosewater at 1:15 p.m. on Friday, game designer James Wyatt at 2:30 p.m. on Saturday, and artist Terese Nielsen at 3:30 p.m. on Sunday. Nielsen is the illustrator for the five Planeswalker cards in the Comic-Con 2018 Timeless Legends card set. It will retail for \$99.99 and is available at the Hasbro Toy Shop.

Rosewater will also appear at a one-man panel on Saturday at 6:30 p.m. in Room 25ABC in which he re-creates his popular blog about MAGIC: THE GATHERING, "Blogatog," and participates in an audience Q&A.

## **MARVEL**

On Saturday, July 21<sup>st</sup> at 4:00 p.m. the Hasbro and MARVEL product experts will come together to discuss some exciting news around Hasbro's ever popular MARVEL LEGENDS action figure line during the Hasbro Marvel panel. Attendees will also get a sneak peek of upcoming, Marvel action figures.

Attendees can also channel their inner Thanos at the Hasbro booth as they step inside a larger-than-life Marvel Legends Thanos blister pack for the ultimate photo opportunity, wielding the Marvel Legends Electronic Infinity Gauntlet! To celebrate a decade of Marvel Studios' films, the Hasbro Marvel team will also host Marvel Studios: The First Ten Years trivia sessions, testing the knowledge of Marvel super fans.

## **STAR WARS**

The Hasbro and Lucasfilm teams discuss what's coming soon from "a galaxy far, far away..." during the Hasbro *Star Wars* panel on Friday, July 20<sup>th</sup> from 1:00-2:00 p.m. Attendees will get an in-depth look at the latest product offerings of the ever-popular *Star Wars* line from Hasbro and word on the Holonet is that there may also be a few surprises.

Jedi-in-training are invited to partake in lightsaber training sessions at the Hasbro booth with specially trained lightsaber experts. Attendees will also have the chance to participate in a *Star Wars* cosplay and impression contest, and more! Be sure to stop by the booth to check out this year's impressive diorama build to see the latest figures from the *Star Wars* The Black Series line in action. Fans can also sit in a partial replica of the 1979 Millennium Falcon toy photo opportunity and imagine making the Kessel Run in less than 12 parsecs!

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### **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<sup>®</sup> by *Ethisphere Institute* for the past seven years. Learn more at [www.hasbro.com](http://www.hasbro.com), and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

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