



July 23, 2014

## Hasbro Delivers the Hottest Special Edition Toys at Comic-Con International, Featuring Transformers, My Little Pony, Magic: The Gathering, Star Wars, Marvel and More

PAWTUCKET, R.I.--(BUSINESS WIRE)-- In what has become a highly anticipated annual tradition, [Hasbro, Inc.](#) (NASDAQ: HAS) is returning to Comic-Con International in San Diego, California, with an array of special edition action figures and toys from Hasbro's most popular brands inspired by the comics, movies, animated series and video games that made them popular. Fans can expect special edition figures from Hasbro's TRANSFORMERS, MY LITTLE PONY, MY LITTLE PONY EQUESTRIA GIRLS, MAGIC: THE GATHERING and ROM THE SPACE KNIGHT brands as well as its licensed properties, STAR WARS® and MARVEL.



TRANSFORMERS DINOBOOTS Action Figure Collection Available at Booth #3329 at Comic-Con International in San Diego. Following the convention, a limited number will be available for purchase online at [HasbroToyShop.com](#) for an approximate retail price of \$159.99. (Photo: Business Wire) Con."

The special edition items will be available at the Hasbro Toy Shop booth (#3329) at Comic-Con International starting on Preview Night, July 23<sup>rd</sup> (while supplies last), as well as in limited quantities after the convention concludes at [HasbroToyShop.com](#). Highlights of the collection of special edition toys include the TRANSFORMERS DINOBOOTS Action Figure Collection featuring the breakout stars of TRANSFORMERS: AGE OF EXTINCTION, and MARVEL'S The Infinity Gauntlet and 3.75-inch Action Figure Pack, complete with four exclusive 3.75-inch MARVEL INFINITE SERIES action figures and a wearable foam Infinity Gauntlet glove!

"Our brand teams always enjoy creating and developing these unique and highly sought after special edition toys and figures for Comic-Con attendees," said John Frascotti, chief marketing officer, Hasbro. "These products are crafted with the most passionate fan in mind, and we are thrilled to be able to provide our fans with new versions of their favorite pop-culture, iconic brands each year at Comic-

The comprehensive list of Hasbro's 2014 San Diego Comic-Con Special Edition Figures Features:

### **TRANSFORMERS**

#### **TRANSFORMERS DINOBOOTS Action Figure Collection**

(Ages: 8 & up/ Approx. Retail Price: \$159.99/ Available through [HasbroToyShop.com](#) or Booth #3329 at Comic-Con International in San Diego)

The DINOBOOTS are back! The breakout stars of TRANSFORMERS: AGE OF EXTINCTION are featured in this set, each with a G1-inspired deco, complete with vac-metal parts! Voyager scale GRIMLOCK and Deluxe scale SNARL, STRAFE and DINOBOT SLUG charge into battle in the steel and gold look that made them famous back in 1985. The DINOBOOTS come in a package designed by world-famous pop-up artist Matthew Reinhart (TRANSFORMERS: THE ULTIMATE POP-UP UNIVERSE) that

converts into the famed Autobot Ark and Mount St. Hilary from the original G1 animation!

### **TRANSFORMERS 30TH ANNIVERSARY TOUR EDITION Action Figure Collection**

(Ages: 8 & up/ Approx. Retail Price: \$184.99/ Available through [HasbroToyShop.com](http://HasbroToyShop.com) or Booth #3329 at Comic-Con International in San Diego)

In honor of the 30th anniversary of the TRANSFORMERS brand, this Special Edition set presents your favorite TRANSFORMERS characters as you've never seen them before—as hard-rockin' robots in the universe's greatest band, the Knights of Unicron! The four Deluxe Scale rock god action figures—OPTIMUS PRIME, MEGATRON, SMOOTH JAZZ and SOUNDWAVE—each feature glam rock deco, metal band hair and the titanic egos that once tore them apart. Also joining the tour are LASERBEAK, who converts into a note-shredding electric guitar and RATBAT, who converts into the funkier keytar on this side of CYBERTRON. The entire set is packaged in an amazing "roadie case," including special edition posters, stickers and tell-all history booklet depicting the hardest-rocking band in the history of CYBERTRON!

### **KRE-O TRANSFORMERS KRE-O CLASS OF 1984 KREON 30-Pack**

(Ages: 6 & up/ Approx. Retail Price: \$59.99/ Available through [HasbroToyShop.com](http://HasbroToyShop.com) or Booth #3329 at Comic-Con International in San Diego)

Party like it's 1984 with this "Yearbook" edition of 30 of your favorite AUTOBOT and DECEPTICON KREONS, all in unique G1 and G2 decos! Fan-favorites like OPTIMUS PRIME, SOUNDWAVE and ARCEE are included, along with ULTRA MAGNUS, DECEPTICON RUMBLE and DECEPTICON FRENZY making their KREON debut! Also includes totally tubular '80s accessories like a floppy disk, a boom box...even a KREON mullet!

### **MY LITTLE PONY**

#### **MY LITTLE PONY MANE-IAC MAYHEM Pony**

(Approximate Retail Price: \$49.99; Ages 3 & up; Available through [HasbroToyShop.com](http://HasbroToyShop.com) or Booth #3329 at Comic-Con International in San Diego)

Get ready for the most evil nemesis of the POWER PONIES, MANE-IAC MAYHEM pony. Her wild and 'electrifying' green mane is almost as devious as her piercing red and green eyes. This power-mad pony from Maretropolis features a metallic purple outfit, accessorized with fashionable black and gold glittery boots. She comes with her trusty sidekick, SPIKE THE DRAGON as "Hum Drum." Get the MANE-IAC MAYHEM pony at Comic-Con 2014!

### **MY LITTLE PONY EQUESTRIA GIRLS**

#### **MY LITTLE PONY EQUESTRIA GIRLS MANE-IAC MAYHEM Doll**

(Approximate Retail Price: \$29.99; Ages 5 & up; Available through [HasbroToyShop.com](http://HasbroToyShop.com) or Booth #3329 at Comic-Con International in San Diego)

Brace yourself, because you're not ready for the wild and wily ways of this crazy MANE-IAC MAYHEM doll! With a maniacal hairstyle inspired by the MANE-IAC MAYHEM pony from the *My Little Pony Friendship is Magic* animated series created by Hasbro Studios, this doll has an over-the-top outfit and sunglasses, and her boots are off the chain. Get this madcap doll at Comic-Con 2014!

### **STAR WARS**

#### **STAR WARS® THE BLACK SERIES 6-INCH JABBA THE HUTT™ THRONE ROOM ACTION FIGURE Set**

(Approximate Retail Price: \$64.99; Ages 4 & up; Available through [HasbroToyShop.com](http://HasbroToyShop.com) or Booth #3329 at Comic-Con International in San Diego)

The fan-favorite STAR WARS THE BLACK SERIES 6-inch action figure line jumps to hyperspace in 2014 with the introduction of iconic in-scale vehicles and alien creatures, all featuring the incredibly accurate design and high level of articulation fans have come to expect from THE BLACK SERIES collection. Fans will have their first opportunity to collect a 6-inch scale JABBA THE HUTT at San Diego Comic-Con with the JABBA THE HUTT'S Throne Room Action Figure Set, which comes with railing, hookah and in-scale articulated SALACIOUS CRUMB action figure. The figures are packed in a special, scene-accurate display that depicts JABBA'S throne room, complete with space for last year's HAN SOLO in Carbonite figure (no longer available).

## **MARVEL**

### **MARVEL'S THE THANOS IMPERATIVE LEGENDS Action Figure Pack**

(Ages: 4 & up; Approximate Retail Price: \$99.99; Available through [HasbroToyShop.com](http://HasbroToyShop.com) or Booth #3329 at Comic-Con International in San Diego)

The battle to save the universe is on, and this ragtag alliance of interstellar heroes is just the bunch to save the day! Based on the cosmic MARVEL Comics story THE THANOS IMPERATIVE, this special edition collection features five 6-inch-scale MARVEL LEGENDS INFINITE SERIES figures—BLACK BOLT, STAR LORD, BLASTAAR, MARVEL'S MEDUSA and MARVEL'S GLADIATOR. The cosmic favorite come in a special-edition package designed to look like the GALACTUS ENGINE, the ultimate weapon from THE THANOS IMPERATIVE.

### **MARVEL'S THE INFINITY GAUNTLET and 3.75" Action Figure Pack**

(Ages: 4 & up; Approximate Retail Price: \$74.99; Available through [HasbroToyShop.com](http://HasbroToyShop.com) or Booth #3329 at Comic-Con International in San Diego)

Based on the classic MARVEL Comics cosmic story THE INFINITY GAUNTLET, this special edition pack is your chance to wield the mightiest weapon in the universe! The set includes four exclusive 3.75-inch MARVEL INFINITE SERIES action figures—THANOS (w/ INFINITY GAUNTLET), MISTRESS DEATH, MARVEL'S NEBULA and MARVEL'S STARFOX. Plus, continue the action with the included wearable foam Infinity Gauntlet glove, a role-play replica of the reality-controlling artifact!

## **JEM DOLL**

### **Rockin' Romance JEM Doll**

(Ages: 15 & up; Approximate Retail Price: \$139.99; Available through [HasbroToyShop.com](http://HasbroToyShop.com) or Booth #3329 at Comic-Con International in San Diego)

Fans will have a truly outrageous experience at Comic-Con 2014 when they see the special edition ROCKIN' ROMANCE JEM doll! The fully articulated ROCKIN' ROMANCE JEM doll stands 12.5 inches tall and features rooted pink hair with corkscrew curls in a stylish side ponytail, complete with flashy bow, and stunning long eyelashes. Ready for romance in a pink polka dot dress with a jeweled collar and sparkly high-heel pumps, ROCKIN' ROMANCE JEM is ready for a night on the town with her beau Rio Pacheco! Fans will be delighted to see their favorite rock star delivered in a special commemorative edition retro pack, inspired by the original never-before-released ROCKIN' ROMANCE box art created for the original line in the 1980's! But that's not all...to further protect what is sure to become one of the most sought after collectibles of the JEM AND THE HOLOGRAMS collection, this Truly Outrageous Comic-Con and [HasbroToyShop.com](http://HasbroToyShop.com) exclusive souvenir comes nested in a super sturdy, ultra sleek mirror finish outer box!

## **MIGHTY MUGGS**

### **MIGHTY MUGGS ROM THE SPACE KNIGHT Special Edition Figure**

(Ages: 6 & up; Approximate Retail Price: \$22.99; Available through [HasbroToyShop.com](http://HasbroToyShop.com) or Booth #3329 at Comic-Con International in San Diego)

Celebrate the 35th anniversary of the iconic ROM THE SPACE KNIGHT toy with this special edition MIGHTY MUGG! Since the release of the original Parker Brothers toy in 1979, ROM THE SPACE KNIGHT has built a devoted following, and now toy fans will be able to purchase the first MIGHTY MUGG ROM THE SPACE KNIGHT figure, featuring 5.5 inches of 100% recycled awesome!

## **MAGIC: THE GATHERING**

### **MAGIC 2015 PLANESWALKER Pack Featuring Garruk's Axe by NERF**

(Ages: 13 & up; Approximate Retail Price: \$110.99; Available through [HasbroToyShop.com](http://HasbroToyShop.com) or Booth #3329 at Comic-Con International in San Diego)

The 2014 MAGIC: THE GATHERING SDCC exclusive once again brings the sleek "black on black" premium treatment to this year's Core Set Planeswalker line-up, but this time there is a twist: There are six Planeswalker cards, and they feature new art

by renown comic artist Jae Lee! Each set also comes with the first ever NERF item for MAGIC: THE GATHERING: Garruk's Axe. Pick up your set at the Hasbro booth at SDCC, and be the envy of the Multiverse.

Following the convention, a limited number of each item will be available for purchase online at [HasbroToyShop.com](http://HasbroToyShop.com).

### **About Hasbro**

[Hasbro, Inc.](http://Hasbro.Inc) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 180 territories around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at [www.hasbro.com](http://www.hasbro.com).

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Source: Hasbro, Inc.

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