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Hasbro Set to Drive Global Retail Programs with Strategic Licensing Supporting Company's Franchise Brands

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) is set to arrive at the 2013 International Licensing Expo in Las Vegas on June 18 to showcase its global Franchise Brands, including TRANSFORMERS, NERF, MY LITTLE PONY, LITTLEST PET SHOP, PLAY-DOH, MAGIC: THE GATHERING and MONOPOLY. This year's lineup will highlight the company's continued momentum in bringing to market highly innovative brand extensions across key licensing categories such as publishing, digital gaming, apparel and plush, homewares, food, health and beauty.

"Hasbro is executing a highly focused and aggressive plan to extend its brand franchises in ways that are engaging for consumers worldwide," said Simon Waters, Senior Vice President, Global Brand Licensing and Publishing at Hasbro.

Following are the Hasbro properties that will take center stage at Licensing Expo:

TRANSFORMERS

Hasbro's iconic TRANSFORMERS brand has become one of the most successful brand franchises of the 21st century and features the heroic AUTOBOTS and the villainous DECEPTICONS engaged in an epic battle on multiple storytelling platforms, including film, television, digital gaming, publishing and theme parks. Hasbro and its licensees provide the avid TRANSFORMERS fan base with high value, age-appropriate merchandise including digital gaming, toys, apparel, sporting goods and more. DeNA and Hasbro recently announced the launch of *TRANSFORMERS: LEGENDS*, an action card battle game based on the TRANSFORMERS franchise, which is now available on the App Store for iPhone, iPad and iPod touch and on Google Play for Android devices. TRANSFORMERS: The Ride - 3D, currently open in Singapore and Hollywood, will officially open on Thursday, June 20, 2013 at Universal Studios Orlando. The thrill ride is a mind-blowing, action-packed experience that pushes the limits of technology to place guests in the middle of a larger-than-life battle between the AUTOBOTS and the DECEPTICONS.

In 2014 Paramount Pictures will release the fourth installment of the hit "TRANSFORMERS" movie series on June 27th. Based on the Hasbro property, "TRANSFORMERS 4" is directed by Michael Bay and re-unites the filmmaking team from the hit franchise featuring new AUTOBOTS, DECEPTICONS and cast members including actors Mark Wahlberg, Stanley Tucci, Kelsey Grammer, Jack Reynor, Nicola Peltz, Li Bingbing and Sophia Myles.

MY LITTLE PONY

The MY LITTLE PONY franchise continues to be a worldwide favorite with fans of all ages, largely fueled by the global popularity of the *My Little Pony: Friendship is Magic* animated series, created by Hasbro Studios and currently airing in more than 180 countries and is also available across multiple platforms including iTunes and Netflix. The extensive merchandising program reaches across all major categories, including apparel, plush, publishing, toys and accessories. Hasbro continues the brand momentum with the June launch of the movie, *My Little Pony Equestria Girls*, a new full-length feature introducing a whole new dimension into the world of MY LITTLE PONY.

LITTLEST PET SHOP

Building on the popular LITTLEST PET SHOP brand, the hit *Littlest Pet Shop* animated series, created by Hasbro Studios and currently airing on the HUB Network in the U.S. is also garnering a strong viewership throughout Europe. The series, which premiered in November 2012, features a new cast, story and animation starring aspiring fashion designer actress, Blythe, who can talk to the pets and understand them. Since the show's launch, *Littlest Pet Shop* is the Hub's top rated series with kids 2-11 and girls 2-11, ranking as one of the network's top-series with women. The LITTLEST PET SHOP brand's global licensing program includes licensees across categories at retail such as lifestyle, apparel, footwear, accessories, electronics and digital gaming.

NERF

Hasbro continues to expand the number one blaster property with more than 60 licensees signed on to debut gear across a host of licensing categories, including sporting goods, electronics, accessories and apparel. The NERF-licensed experience extends the high-action, competitive play mindset of its global fan base who enjoy the brand's category leading offerings of fun foam, water blasters and sports toys. In addition, launching this fall is the NERF REBELLE product line. Inspired by current pop culture trends and based on insight from girls, the NERF REBELLE brand is designed to empower players with confidence, high performance action, and a stylish edge. The NERF REBELLE product line brings the NERF property into new categories, including accessories.

PLAY-DOH

The PLAY-DOH brand is proud to celebrate over 50 years of colorful, creative play. Since it was first introduced in 1956, PLAY-DOH modeling compound has become a classic and beloved toy, used in homes and schools around the world by children of all ages. Hasbro continues to expand the PLAY-DOH brand into key categories such as Publishing and Arts & Crafts. Silver Dolphin Books, a publisher of high-quality, novelty and activity based books for children aged 2 — 12, has collaborated with the PLAY-DOH brand to launch three Concept Learning Books, two novelty board books and one jumbo sticker book in March of this year which use the iconic compound to help illustrate early learning concepts. Book-Plus kits will launch later this Fall. Arts & Crafts, including basic art supplies and art activity sets, have launched based on the success of the French D'Arpeje program with a new direct-to retail program in Chile and Peru.

MAGIC: THE GATHERING

With more than 12 million players and fans worldwide, MAGIC: THE GATHERING is a global trading card game that launched in 1993. In addition to being the best strategy game ever, MAGIC provides an entertainment experience through extensive play programs, global community, and rich storytelling. The foundation of MAGIC is innovate strategic game play with resonant Planeswalker characters and five color archetypes. Players take on the role of Planeswalkers and participate as rich storylines come to life through branded play experiences run at local hobby stores around the world in the Wizards Play Network. Through a focused lifestyle licensing program, fans can immerse deeper into the game they love through apparel, game play accessories, comics, and more. Last but not least, MAGIC'S offerings transcend face-to-face and are integrated into the digital realm, from acquisition products like Duels of the Planeswalkers, to the daily conversation players have through the Magic website and social media, to the almost weekly event coverage of high levelplay. MAGIC: THE GATHERING is the ultimate battle of wits!

MONOPOLY

MONOPOLY is the world's favorite family game brand and the game has been played by more than one billion people in 111 countries around the world. Whether fans play face-to-face, on mobile, online or participate in casino or lottery gaming, Hasbro and its licensees continue to deliver experiences to fit every lifestyle.

FURBY

A global phenomenon following its 1998 debut and one of Holiday 2012's hottest toys, the FURBY is an evolved, interactive friend with 'A MIND OF ITS OWN' and advanced technology that gives each FURBY an unpredictable nature that will continue to delight and surprise children and fans of all ages. Last year, almost 15 years after its debut, the iconic FURBY creature returned and inspired a highly creative and innovative global licensing program that continues to grow. FURBY fans can find fun and inventive merchandise from apparel to home decor, party goods, food and beverage and sporting goods at hypermarket and specialty stores as well as wholesalers throughout the United States and Europe. The FURBY licensing program will launch in Asia and Latin America later this year.

About Hasbro

[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 170 markets 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.

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