Nickelodeon and Hasbro Announce Strategic Partnership for Nick's Newest Animated Preschool Series, Top Wing

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Hasbro to create Top Wing PLAYSKOOL Product Line Featuring Figures, Vehicles and Plush Scheduled to Debut Fall 2018

NEW YORK--(BUSINESS WIRE)--Feb. 16, 2018-- Nickelodeon, the number-one entertainment brand for kids, and Hasbro, Inc. (NASDAQ: HAS), a leading global play and entertainment company, today announced a strategic partnership for the network's new hit preschool series *Top Wing*, produced by 9 Story Media Group. The product line, which includes figures, vehicles and plush inspired by the show's four best friend rescue birds, will launch in the U.S. this fall, followed by international markets in Spring 2019.

"Nickelodeon's preschool portfolio has a powerhouse roster of content and the action-packed series *Top Wing* is poised to be another runaway fan favorite," said Pam Kaufman, Chief Marketing Officer and President, Consumer Products, Nickelodeon. "This partnership will be our first preschool master toy deal with Hasbro done on a global scale, which mirrors our content roll-out strategy to introduce Top Wing domestically first, followed by international markets. We can't wait to see our fans earn their wings as they bring the adventures of Swift, Penny, Rod and Brody to life with this new toy line."

"Top Wing has all the signature elements of a top toy property, with great characters, preschool friendly themes and hi-tech gadgets and vehicles," said John Frascotti, President of Hasbro. "We are excited about this strategic partnership with Nickelodeon, and are looking forward to delivering a full PLAYSKOOL toy line, inspired by the series, later this year."

Hasbro's PLAYSKOOL *Top Wing* product line will let preschoolers join the *Top Wing* team and go on action-packed rescue missions with figures, mission-ready vehicles, playsets and plush, all inspired by the characters and adventures on the show. The toy line is slated to launch this fall in the U.S., followed by international markets.

Top Wing follows four best friend rescue birds–Swift, Penny, Rod and Brody–who are training to earn their wings at the Top Wing Academy on Big Swirl Island. The action-packed series follows a team of eager young birds as they work together to help their island community, go on amazing adventures and earn their wings as full-feathered rescue birds. With the help of their mentor Speedy, and unique turbo-charged vehicles and high-tech gadgets, the cadets are assigned different missions to sharpen their rescue skills and help those in need while learning valuable lessons along the way. Produced by 9 Story Media Group, *Top Wing* features storylines that help preschoolers build self-confidence, and includes lessons about perseverance and hard work. New episodes of *Top Wing* will continue to air regularly on Nickelodeon and will roll out internationally this year. For more information on the show, please visit http://www.nickjr.com/top-wing/.

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. 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 seven years. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro & @HasbroNews) and Instagram (@Hasbro).

About Nickelodeon

Nickelodeon, now in its 38th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products,

digital, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 90 million households and has been the number-one-rated kids' basic cable network for 22 consecutive years. For more information or artwork, visit http://www.nickpress.com. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

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