



## Hasbro Teams up with Netflix to Create Toys and Games for Original Preschool Series, Super Monsters

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*Hasbro to Create PLAYSKOOL Play Experiences Based Upon 'Super Monsters' – Popular Animated Series from Netflix*

PAWTUCKET, R.I.--(BUSINESS WIRE)--Feb. 16, 2018-- [Hasbro, Inc.](#) (NASDAQ: HAS) today announced that it has reached an agreement in principle with Netflix to create play experiences for kids under its PLAYSKOOL brand, based on Netflix's original preschool series, *Super Monsters*.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20180216005319/en/>



Hasbro teams up with Netflix to create toys and games based on Super Monsters animated preschool series (Photo: Business Wire)

*Super Monsters* is an animated series about a group of preschool-aged kids who are descendants of the world's most famous monsters, such as Count Dracula, Cleopatra and Frankenstein. The show follows the kids through their Pitchfork

Pines Preschool adventures as they learn to master their own special powers while learning how to be the best they can be.

"We are thrilled to team up with Netflix to help bring the adorable *Super Monster* series to life through our upcoming preschool product line," said Jonathan Berkowitz, senior vice president of marketing for Hasbro's PLAYSKOOL brand. "We love how the series teaches kids valuable life lessons in self-control, kindness, respect and being a good friend, and can't wait to add this exciting new property to our PLAYSKOOL portfolio."

Hasbro's *Super Monsters* product line will include collectible figures of the core cast, plush, playsets and vehicles iconic to the show. The line will also feature role play products to let kids act out their own silly monster adventures. As the global master toy licensee, Hasbro will launch its line based on the *Super Monsters* series in fall 2018 under its PLAYSKOOL brand in the U.S., with additional markets to follow in 2019.

Hasbro and Netflix teamed up in 2017 to bring *Stranger Things*' fans a collection of games, such as the MONOPOLY: *Stranger Things* Edition game, inspired by the hit Netflix show.

Season one of *Super Monsters* is available now on Netflix. Season two of the series will launch in October 2018.

### 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<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](#)).

### About Netflix

Netflix is the world's leading internet entertainment service with over 117 million members in over 190 countries enjoying more than 140 million hours of TV shows and movies per day, including original series, documentaries and feature films. Members can watch as much as they want, anytime, anywhere, on nearly any internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments.



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Source: Hasbro, Inc

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