



Hasbro Strengthens Brand Leadership with Senior Promotions

06 Sep, 2018

**Samantha Lomow promoted to President, Hasbro Entertainment Brands;
Jonathan Berkowitz promoted to President, Hasbro Brands**

PAWTUCKET, R.I.—[Hasbro, Inc.](#) (NASDAQ: HAS) today announced the promotion of Samantha Lomow to President, Hasbro Entertainment Brands, and Jonathan Berkowitz to President, Hasbro Brands. Both leaders will continue to report to John Frascotti, Hasbro President and Chief Operating Officer.

“Samantha and Jonathan are exceptional leaders, passionate about innovation and dedicated to our mission to create the world’s best play experiences,” said Frascotti. “We are confident that in their new roles, they will help us accelerate the momentum behind our business and brands.”

During her 18-year tenure at the company, Ms. Lomow has played a tremendous role in growing Hasbro brands and expanding them beyond the toy space. She has been instrumental in the TRANSFORMERS franchise since the first movie in 2007, and she helped bring MY LITTLE PONY to the big screen for the first time.

In her new role, she will be responsible for leading all of Hasbro’s current, new and vault entertainment-driven, story-led brands. This includes oversight for MY LITTLE PONY, TRANSFORMERS and POWER RANGERS, among others, and continuing to partner with Allspark on emerging entertainment brands. She will also continue to lead Hasbro’s strategic partner portfolio, including relationships with The Walt Disney Company, Universal, Nickelodeon, Sesame Workshop and Blizzard Entertainment.

In his 15 years at Hasbro, Mr. Berkowitz has led a number of brands across the portfolio, including NERF, which he led to its Franchise Brand status in 2011. Most recently, he has overseen the Hasbro Gaming portfolio, which has grown significantly under his leadership with new products and brands, as well as reimagined classics. He has also been instrumental in rolling out the Company’s Quick Strike approach, which has become an important differentiator for Hasbro in getting trends and new product ideas to market in record time.

In his new role, Mr. Berkowitz will oversee the Hasbro Gaming portfolio, including MONOPOLY, as well as NERF, PLAY-DOH, BABY ALIVE, FURREAL, and initiatives driven by the Quick Strike team, among others. He will also manage all new and vault brands not driven by entertainment.

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

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