Hasbro Heads to 2019 San Diego Comic-Con With Hasbro Pulse Convention Exclusives, Autograph Signings, Interactive Experiences and More From TRANSFORMERS, POWER RANGERS, MAGIC: THE GATHERING, STAR WARS™, MARVEL and More

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PAWTUCKET, R.I.--(BUSINESS WIRE)--Jul. 17, 2019-- Hasbro, Inc. (NASDAQ: HAS) is returning to San Diego, California for 2019 Comic-Con International and is set to reveal an exciting new line-up of products drawn from its iconic brand portfolio. Fans and collectors can also expect limited-edition products from TRANSFORMERS, POWER RANGERS, MAGIC: THE GATHERING, MY LITTLE PONY as well as licensed partners *STAR WARS*™, MARVEL and DISNEY PRINCESS available for purchase at the newly rebranded Hasbro Pulse Booth #3329. Limited quantities of select items will be available at select global conventions and select online retailers after the convention in the relevant market (including HasbroPulse.com where available).

Hasbro is creating multiple interactive and immersive experiences to support its impressive brand portfolio. On the Hasbro booth stage, Comic-Con attendees will be able to take part in Hasbro trivia sessions and cosplay contests, watch an IDW artist lead a MY LITTLE PONY live drawing session, and take part in a TRANSFORMERS airbrush tattoo station. Hasbro Pulse will be keeping fans tuned in with what's happening at the show on social media with content from Hasbro Pulse's convention host, Buck Wise. Be sure to follow along on Twitter (@Hasbro) and Instagram (@HasbroPulse) to keep up with all the fun.

HasLab is Hasbro Pulse's fan-driven platform that aspires to put dream products into the hands of fans. The first HasLab item was the biggest *STAR WARS*™vehicle Hasbro and Kenner had ever produced - JABBA'S SAIL BARGE – which exceeded the 5,000-backer minimum and became available to fans in spring of 2019. After last year's crowdfunding success, HasLab is back with two exciting new creations – the TRANSFORMERS: WAR FOR CYBERTRON UNICRON figure and the *SESAME STREET* COOKIE MONSTER Replica in celebration of the brand's 50 th anniversary.

HASLAB TRANSFORMERS: WAR FOR CYBERTRON UNICRON
(HASBRO/Ages 16 years & up/Retail Price: $574.99 / Available: 2021 if fully backed)
UNICRON stands alone as the most menacing figure in TRANSFORMERS lore, capable of devouring entire worlds and civilizations. He debuted in the 1986 film TRANSFORMERS: The Movie and his insatiable appetite nearly brought the entire universe to its knees. The gigantic UNICRON would be our largest TRANSFORMERS figure ever created, taking the title from our previous record-holder, FORTRESS MAXIMUS. If this campaign is backed with a minimum 8,000 backers before August 31, 2019 at 11:59 PM EST, fans will be able to awaken the mighty UNICRON. To support this campaign for TRANSFORMERS: WAR FOR CYBERTRON UNICRON head to the HasLab tab on HasbroPulse.com. Fans can follow along at HasbroPulse.com and by following Hasbro Pulse on social media. UNICRON is available for $574.99 online at https://hasbropulse.com/collections/haslab/products/transformers-war-for-cybertron-unicron .

HASLAB *SESAME STREET* COOKIE MONSTER Replica
(HASBRO/Ages 8 years & up/Retail Price $299.99/ Available: 2020 if fully backed)
In celebration of *SESAME STREET'S* 50th anniversary, fans will have the chance to own this realistic Cookie Monster replica by backing the item via HasLab, Hasbro Pulse's crowdfunding initiative designed to target fans directly by putting dream products into their hands. This cuddly, childhood icon measures 38-inches tall with detail mirroring the original puppet, delivered in premium, retro *SESAME STREET* packaging. Along with COOKIE MONSTER, participants will receive two collector lithographs and authenticity certificate. Once the campaign is backed with the minimum number of backers (3,000), HASBRO will bring COOKIE MONSTER to life in 2020. It is up to the fans to support the campaign and help successfully reach the minimum number of orders by August 25, 2019. COOKIE MONSTER is available for $299.99 online at https://hasbropulse.com/products/cookie-monster .

The list of Hasbro Pulse's convention exclusive items available at San Diego Comic-Con 2019 includes:

TRANSFORMERS: GENERATIONS MASTERPIECE – TRANSFORMERS COLLABORATIVE: GHOSTBUSTERS MASH-UP, MP-10G OPTIMUS PRIME – ECTO-35 EDITION

(HASBRO/Ages 8 years & up/Approx. Retail Price: $149.99/ Available at Booth #3329 at Comic-Con International in San Diego)
Worlds collide in this TRANSFORMERS-GHOSTBUSTERS mash-up pack as the iconic Ecto-1 deco from the 1984 GHOSTBUSTERS movie now dawns an iconic TRANSFORMERS robot – the MP-10G OPTIMUS PRIME ECTO-35 Edition! He ain't afraid of no ghosts. This Paranormal Investigations Consultant believes freedom is the right of all sentient beings…except ghosts. He's ready to strap on a Proton Pack and help bust some ghosts! MP-10G OPTIMUS PRIME stands at 9.5 inches in robot mode and can convert to truck mode in 26 steps. The MP-10G OPTIMUS PRIME figure comes with a wearable PROTON PACK-inspired package. The Ecto-deco'd OPTIMUS PRIME trailer can also convert into anECTO-BASE, including an ECTO MAINTENANCE DECK, ROLLER, GHOST TRAP and a SLIMER accessory. TRANSFORMERS robots have always been MORE THAN MEETS THE EYE, but now, through the TRANSFORMERS Collaborative, fans can experience these larger than life characters as they team-up, mash-up, and meet up with other characters, teams and people who share this same special quality. Available exclusively at San Diego Comic-Con International.

TRANSFORMERS: BOTBOTS CON CREW 10-PACK – COMIC-CON-THEMED PACK
(HASBRO/Ages 5 years & up/ Approx. Retail Price: $34.99/ Available at Booth #3329 at Comic-Con International In San Diego)
Imagine if BOTBOTS took over the halls of Comic-Con! BOTBOTS are mischievous, funny and super silly little TRANSFORMERS robots who came to life after a glowing mist of Energon fell down from the sky and turned everyday objects at Comic-Con to life! This fun convention pack includes ten exciting Comic-Con themed figures known as the CON CREW, a team of Comic-Con experts who are ready to take on the Con!

Within the CON CREW are 3 specialty teams: the celebrity-obsessed MEET N' GREETS, experts in photo ops and autographs, the energizing FANTASTIC FUELERS, experts in powering through the Con, and the LINE LEAGUE, experts in surviving the many long Comic-Con lines. 3 of the 10 included TRANSFORMERS BOTBOTS figures are also all dressed up in cool cosplay! Ordinary objects like a marker, a to-go coffee cup and a hand-held game become a kaiju, OPTIMUS PRIME, and a superhero! What sort of mischief will these little bots get into at Comic-Con?

The LINE LEAGUE characters are CAPTAIN CARTRIDGE the superhero handheld game, VIGITENTE the tent and CON-PACKTOR the backpack. FANTASTIC FUELERS include COFEEMUS PRIME the coffee cup dressed as OPTIMUS PRIME, CAB O'NATE the energy drink, HAL A. PENO the spicy chips, and SUMTHIN' FISHY the fish taco. The Meet N' Greets characters are SCRIBZILLA the marker, BOTARAZZI the camera, and INKY INKERSON the graphic novel.

Each TRANSFORMERS BOTBOTS figure converts between 2 fun modes. Look for other BOTBOTS packs (available in blind bags, 5-packs, and 8-packs. Each sold separately. Subject to availability) to find different characters! You can collect 190 characters in 2019! Lots to collect and 1 hidden character to discover inside each pack. Convert and see what bot you got!

Available exclusively at San Diego Comic-Con International.

TRANSFORMERS TCG CONVENTION PACK 2019
(HASBRO/Ages 13 years & up/Approx. Retail Price: $15/ Available at Booth #3329 at Comic-Con International in San Diego)
The TRANSFORMERS TCG Convention Pack 2019 is a non-randomized pack containing THE OMNIBOTS - a complete 25-star team! The Omnibots join the War for Cybertron: Siege story and feature all-new card design with new art. Each pack gives you the complete team consisting of SERGEANT OVERDRIVE, PRIVATE DOWNSHIFT, and PRIVATE CAMSHAFT. You don't need to obtain multiple packs to get all three of these character cards. Available at San Diego Comic-Con and following the convention, online at HasbroPulse.com.

TRANSFORMERS TCG BLASTER VS SOUNDWAVE 35th ANNIVERSARY EDITION- CONVENTION
(HASBRO/Ages 13 & up/Approx. Retail Price: $50/ Available at Booth #3329 at Comic-Con International in San Diego)
TRANSFORMERS TCG celebrate 35 years of TRANSFORMERS with theBLASTER VS SOUNDWAVE 35th Anniversary Edition! This very special boxed set features throwback packaging and long-awaited boom-box and mini-cassette versions of BLASTER and SOUNDWAVE. Blaster VS Soundwave 35th Anniversary contains two complete teams and decks – you and a friend can battle right out of the box. BLASTER and SOUNDWAVE can deploy their mini-cassette teams to bring the fight to a crescendo!

All eight characters cards use the bot-mode illustrations from TRANSFORMERS G1 toy packaging! The alt-mode art is newly commissioned in the G1 packaging style to complement the original G1 bot-mode art. Available at various conventions in 2019, including San Diego Comic-Con, Gen Con, and PAX Unplugged, and online at hasbropulse.com following San Diego Comic-Con.

TRANSFORMERS TCG BLASTER VS SOUNDWAVE
(HASBRO/Ages 13 years & up/Approx. Retail Price: $40/ Available at Booth #3329 at Comic-Con International in San Diego)
We know that some fans might not be able to make it to a convention to obtain a copy of BLASTER VS SOUNDWAVE 35th Anniversary Edition. Given that BLASTER and SOUNDWAVE are among the most requested TRANSFORMERS characters from fans everywhere, a second version of BLASTER VS SOUNDWAVE will be available at local game stores in countries and regions where the TRANSFORMERS TCG is sold: a retail version of BLASTER VS SOUNDWAVE. This version features the EXACT SAME GAME MECHANICS AND CARD TEXT as BLASTER VS SOUNDWAVE 35th Anniversary but features Generations-style art on the Character Cards. Available at local game stores in countries and regions where the TRANSFORMERS TCG is sold, later this year.

POWER RANGERS LIGHTNING COLLECTION 6-INCH MIGHTY MORPHIN RED AND ZEO GOLD RANGER 2-Pack
(HASBRO/Ages 4 years & up/Approx. Retail Price: $49.99/ Available at Booth #3329 at Comic-Con International In San Diego))
Go Go POWER RANGERS! From the BEAST MORPHERS back to the original MIGHTY MORPHIN POWER RANGERS, the POWER RANGERS have brought teamwork, action and adventure to generations of fans. The legacy continues with figures, vehicles, collectibles, and roleplay toys from Hasbro, celebrating ranger teams from MIGHTY MORPHIN to the BEAST MORPHERS. Imagine all the action of POWER RANGERS with toys from Hasbro! These 6-inch LIGHTNING COLLECTION MIGHTY MORPHIN RED RANGER and ZEO GOLD RANGER figures each features multiple points of articulation for high poseability and include two different heads that can be swapped, one of the Ranger in his helmet, and another without inspired by the Jason Lee Scott character, the original Red Ranger! This set also comes with Power Axe, Power Bow, Power Blades, Power Lance and Power Sword accessories that can be assembled to build the Power Blaster. Look for other collectible figures in this Lightning Collection, including Mighty Morphin White Ranger. Each sold separately. Available at San Diego Comic-Con 2019 and on Hasbro Pulse following the convention.

MY LITTLE PONY THROUGH THE YEARS TWILIGHT SPARKLE Figure
(HASBRO/Ages 3 years & up/Approx. Retail Price: $19.99/ Available at Booth #3329 at Comic-Con International In San Diego))

Discover and display a beloved MY LITTLE PONY character in 2 exciting forms: 1980s-inspired TWILIGHT figure and 2019 Twilight Sparkle figure! Through the Years collectible pack features 2 iterations of this favorite MY LITTLE PONY character, each in a unique 3-inch style. TWILIGHT unicorn figure has a retro form factor inspired by her original character design. This vintage-inspired TWILIGHT figure has a shimmering, pearlized treatment and 80s-inspired styling. Pack also includes 3-inch TWILIGHT SPARKLE figure inspired by her current look in *MY LITTLE PONY:FRIENDSHIP IS MAGIC* entertainment. 2019 TWILIGHT SPARKLE figure has rooted hair with bangs. For the first time, new and longtime MY LITTLE PONY fans can collect a TWILIGHT SPARKLE figure alongside the original inspiration for her character! Deluxe retro-themed packaging makes a great display case for this special edition convention exclusive. Available at San Diego Comic-Con 2019 and on HasbroPulse.com following the convention.

MAGIC: THE GATHERING 5 CARD SET
(HASBRO/Ages 13 years & up/ Approx. Retail Price: $99/ Available at Booth #3329 at Comic-Con International in San Diego)
This year's highly anticipated MAGIC: THE GATHERING limited- availability collection debuts at San Diego Comic-Con 2019, and features Nicol Bolas and the four God-Eternals from *War of the Spark* presented in premium, cinematic packaging. Beautiful exclusive artwork by Adam Paquette complements special frame treatments. Characters showcased are Rhonas, Bontu, Kefnet, Oketra as well as Nicol Bolas himself.

MARVEL LEGENDS SERIES 6-INCH THE COLLECTOR & THE GRANDMASTER 2-PACK
(HASBRO/Ages 4 years & up/Approx. Retail Price: $49.99/ Available at Booth #3329 at Comic-Con International In San Diego)
Fans, collectors, and kids alike can enjoy these 6-inch-scale THE COLLECTOR AND THE GRANDMASTER figures, inspired by the characters from MARVEL'S *GUARDIANS OF THE GALAXY* and *THOR: RAGNAROK*. THE COLLECTOR AND THE GRANDMASTER figures feature premium design, realistic detail, and multiple points of articulation for high poseability and display in a MARVEL collection. Includes 2 figures and 4 accessories. Limited quantities of this item may be available at other select conventions in North America, South America, Australia, and Europe and online at HasbroPulse.com following the convention. This item will also be available at select retailers in Asia.

MARVEL 80TH ANNIVERSARY EXCLUSIVE 6-INCH HULK Figure
(HASBRO/Ages 4 years & up/Approx. Retail Price: $34.99/ Available at Booth #3329 at Comic-Con International In San Diego)
Fans, collectors, and kids alike can enjoy this 6-inch-scale HULK figure, inspired by the character's classic appearance in MARVEL COMICS. The gamma-powered hero HULK is an iconic member of the AVENGERS and has been a part of the MARVEL UNIVERSE for decades. This HULK figure features premium design, realistic detail, and multiple points of articulation for high poseability and display in a MARVEL collection. Includes figure and accessory. Limited quantities of this item may be available at other select conventions in North America, South America, Australia, and Europe and online at HasbroPulse.com following the convention. This item will also be available at select retailers in Asia.

***STAR WARS* ™: THE BLACK SERIES 6-INCH SITH TROOPER Figure**
(HASBRO/Ages 4 years & up/Approx. Retail Price: $32/ Available at Booth #3329 at Comic-Con International In San Diego)
Fans can imagine fighting for the cause of the First Order and other thrilling scenes from the *STAR WARS*™galaxy with this premium collectible *STAR WARS*™:THE BLACK SERIES 6-INCH SITH TROOPER action figure. Inspired by scenes from *STAR WARS:* THE RISE OF SKYWALKER, this SITH TROOPER action figure features realistic detailing and premium articulation. Five character-inspired accessories and bright red-armored deco make this item a brilliant addition to any *STAR WARS*™toy collection. Includes figure and 5 accessories. Available at San Diego Comic-Con and on HasbroPulse.com following the convention.

***STAR WARS* ™SPECIAL EDITION RETRO PROTOTYPE 3.75-INCH DARTH VADER Figure**
(HASBRO/Ages 4 years & up/Approx. Retail Price: $12.99/ Available at the Entertainment Earth Booth #2343 at Comic-Con International In San Diego)
Inspired by the original 1970s KENNER *STAR WARS*™action figures, this SPECIAL EDITION 3.75-inch-scale DARTH VADER figure features premium design and five points of articulation. With his Lightsaber in hand and his cape on his back, this poseable SPECIAL EDITION DARTH VADER figure is great for play and display. Beautifully rendered retro packaging captures a colorful pop art style and includes throwback *STAR WARS*™ branding and a KENNER TOYS logo. Includes figure and accessory. Available at the Entertainment Earth Booth #2343 at San Diego Comic-Con and exclusively on Target.com in limited quantities following the convention.

***STAR WARS* ™: THE BLACK SERIES 6-INCH BOBA FETT Figure**
(HASBRO/Ages 4 years & up/Approx. Retail Price: $24.99/ Available at Booth #3329 at Comic-Con International In San Diego)
Celebrate the 40th anniversary of *STAR WARS: THE EMPIRE STRIKES BACK* with this premium *STAR WARS*™:THE BLACK SERIES 6-inch-scale BOBA FETT action figure. This KENNER-inspired BOBA FETT figure features the premium detailing and poseability that *STAR WARS*™:THE BLACK SERIEStoys are known for, making it great for display in any *STAR WARS*™collection. This figure comes with 4 movie-inspired accessories, including a blaster and jetpack, giving the bounty hunter a complete look. Includes figure and 4 accessories. Limited quantities of this item may be available at other select conventions in North America, South America, Australia, and Europe and online at HasbroPulse.com following the conventions. This item will also be available at select retailers in Asia.

***STAR WARS* ™THE VINTAGE COLLECTION 3.75-INCH ORIGINAL TRILOGY LUKE SKYWALKER JEDI DESTINY Figure Set**
(HASBRO/Ages 4 years & up/Approx. Retail Price: $49.99/ Available at Booth #3329 at Comic-Con International In San Diego)
Inspired by 3 iconic looks from the original *STAR WARS*™Trilogy, the LUKE SKYWALKER JEDI DESTINY Figure Set makes an ideal gift for *STAR WARS*™fans and collectors. These highly poseable LUKE SKYWALKER figures feature multiple points of articulation and premium deco inspired by each of the 3 original *STAR WARS*™movies – *STAR WARS: A NEW HOPE*, *STAR WARS: THE EMPIRE STRIKES BACK*, and *STAR WARS: RETURN OF THE JEDI.* Includes 3 figures and 6 accessories. Limited quantities of this item may be available at other select conventions in North America, South America, Australia, and Europe and online at HasbroPulse.com following the conventions. This item will also be available at select retailers in Asia.

DISNEY PRINCESS COMIC ARIEL 3 PACK
(HASBRO/ Ages 3 years & up/ Approx. Retail Price: $19.99/ Available at Booth #3329 at Comic-Con International in San Diego)
Travel under the sea with Ariel and friends with the Disney Princess Comics Ariel Treasure Trove 3 Pack! The Disney Princess Comics Ariel Treasure Trove 3 Pack, inspired by Disney's *The Little Mermaid,* which is celebrating its 30th anniversary this year, includes ARIEL, PRINCE ERIC and URSULA figures in a special package, designed to look like a golden-colored treasure chest, which was featured at San Diego Comic-Con! Kids can imagine all sorts of under-the-sea adventures, like their favorite Disney princess, prince, and villain discovering buried treasure! Included bases allow dolls to stand on their own, making this set perfect for little storytellers. Look for more DISNEY PRINCESS COMICS figures, including iconic characters from Disney's *Beauty and the Beast*, *Aladdin*, and more, in stores near you. (Each sold separately. Available on HasbroPulse.com and

shopDisney.com. Subject to availability.)

OVERWATCH ULTIMATES SERIES 6-INCH REINHARDT (Bundeswehr Skin) Figure
(HASBRO/Ages 4 years & up/Approx. Retail Price: $19.99/ Available at Booth #3329 at Comic-Con International in San Diego)
This premium 6-inch-scale REINHARDT figure comes with character-inspired accessories and features game-inspired design and multiple points of articulation for high poseability and display. With the premium OVERWATCH ULTIMATES SERIES, fans and collectors can build a roster of the greatest heroes of the future. Additional figures each sold separately. Includes figure and 6 accessories. The OVERWATCH ULTIMATES SERIES 6-INCH REINHARDT (Bundeswehr Skin) Figure will be for sale at San Diego Comic-Con 2019. Limited quantities of this item will be available at select conventions and select online retailers after the convention in the relevant market. Good while supplies last.

UGLYDOLLS ARTIST SERIES MINI MOXY AND WAGE WITH LARGE WEDGEHEAD STUFFED PLUSH Set
(HASBRO/Ages 4 years and Up/Approx. Retail Price: $34.99/ Available at Booth #3329 at Comic-Con International in San Diego)
Discover the ultimate throwback ARTIST SERIES UGLYDOLLS plush set including MOXY, WAGE and WEDGEHEAD! Behind these wonderfully weird dolls is the love story of David and Sun-Min. The couple met in art school, and when Sun-Min moved back to South Korea, they sent each other love letters. At the bottom of one of these letters, David doodled a kooky character. Loving the sweet design, Sun-Min sewed the doodle into a doll, and here we are folks! UGLYDOLLS was born from a doodle! Paying homage to UGLYDOLLS' grown-with-love roots, the ARTIST SERIES UGLYDOLLS plush toys are inspired by their original design. The 3-doll stuffed toy set comes in special packaging with fun facts and creator tidbits printed on it. Find out the origin of WEDGHEAD's name, what makes MOXY an amazing friend, and WAGE'S claim to UGLYDOLL'S fame. There is a note from creator David Horvath printed on the package--harkening back to the love letter inception.

DREAMWORKS TROLLS CLASSIC GOOD LUCK TROLLS CONVENTION EXCLUSIVE DOUBLE Pack
(HASBRO/Ages 4 years & up/Approx. Retail Price: $29.99/ Available at Booth #3329 at Comic-Con International in San Diego)
Celebrate the 60th anniversary of the GOOD LUCK TROLLS, the quirky little dolls with gems in their bellies, that inspired the hit feature film, *Trolls* and the all-new original TV series, *DreamWorks Trolls: The Beat Goes On!.* This Diamond Anniversary special edition was created for Comic-Con and features two different TROLLS, one in the classic style, and one for the 21st Century with a sparkling finish and rainbow-colored hair with mylar flair. The DREAMWORKS TROLLS CLASSIC GOOD LUCK TROLLS CONVENTION EXCLUSIVE DOUBLE Pack comes in a diamond-shaped package that's great for displaying these adorable collectibles. Keep rubbing their bellies for luck in the years to come! Includes two figures.

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. 13 on the 2019 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 eight years. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro) and Instagram (@Hasbro).

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