HASBRO ENTERTAINMENT LAUNCHES UNSCRIPTED TELEVISION DIVISION WITH HIRE OF ZACH EDWIN

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BURBANK, CA — October 2 2024– Hasbro Entertainment has hired seasoned development executive and producer Zach Edwin to head its burgeoning unscripted division leveraging its industry-leading portfolio of iconic brands. Edwin, who joins from the Intellectual Property Corporation (IPC) and Sony Pictures Television – Nonfiction (SPTNF), will oversee Hasbro Entertainment's expanding slate of nonfiction and game-based programming, as well as its partnerships with Lionsgate and other world-class talent, studios, and distribution partners. He will report directly to Hasbro Entertainment's Head of TV Gabriel Marano while working with multiple external partners.

Hasbro Entertainment's unscripted division is already well underway, with several major projects in production and additional series in development with network partners. Among the most anticipated are the upcoming game show adaptations *Trivial Pursuit*, hosted by beloved Emmy®-winning actor, director, producer, and podcaster LeVar Burton, and *Scrabble*, hosted by fan-favorite actor, singer, producer, and director Raven-Symoné. These shows developed in partnership with Lionsgate and with key creative contributions from Hasbro's Steven Gelberg, will premiere on The CW this fall. Notable upcoming projects also include exciting adaptations of Monopoly and Nerf, along with the eagerly awaited reimaging of the classic board game, *Clue*, in partnership with SPTNF.

Gabriel Marano, Head of Hasbro Entertainment Television, said, "Hasbro Entertainment is committed to working with the best in the business to bring our beloved and iconic brands to life. Zach is an excellent fit to help us build an unscripted division befitting of Hasbro's iconic history and portfolio. He brings a wealth of experience shepherding major unscripted projects to the screen for top partners. With multiple major projects coming soon, we look forward to delighting wide audiences with shows as fun and exciting as the worlds they draw from."

Edwin said, "Hasbro Entertainment is positioned to be a true leader in the unscripted space, wielding an amazing collection of historic, globally popular brands to create high-quality content for audiences worldwide. I look forward to working in collaboration with Gabe and the rest of the Hasbro Entertainment team, as well as top-tier partners like Lionsgate and my former colleagues at SPTNF, to seize the huge opportunity ahead of us."

Edwin is deeply experienced as a development executive and producer. He most recently spent over five years at the IPC and SPTNF, developing nonfiction series across a variety of networks. In that time, he worked on such hit shows as Max's *Selena + Chef*; Netflix's Emmy-nominated *Indian Matchmaking*; truTV's Ron Funches-led *Top Secret Videos*; Prime Video's *Pokemon: Trainer Tour*; YouTube Originals *How To: Olympics* and *Mind Field*, both written by WGA Award winner Tom Kramer; and additional projects for Discovery, National Geographic, Food Network, and more.

About Hasbro Entertainment

Hasbro Entertainment leverages Hasbro's leading collection of iconic brands to develop and produce premium film, television, animation, and digital content for audiences of all ages. Unifying Hasbro's robust production expertise under one umbrella, Hasbro Entertainment is focused on creating multi-platform adaptations of the company's priority brands, including such beloved worlds as DUNGEONS & DRAGONS, TRANSFORMERS, G.I. JOE, NERF, PLAY-DOH, MAGIC: THE GATHERING, PEPPA PIG, and MY LITTLE PONY. Hasbro Entertainment has over 30 active projects, with upcoming titles including TRANSFORMERS ONE, directed by Academy Award® winner Josh Cooley and starring Scarlett Johansson, Chris Hemsworth, Keegan Michael-Key, Brian Tyree Henry, and Jon Hamm, a live-action DUNGEONS & DRAGONS series for Paramount+, and a broad slate of ongoing animated series, including PEPPA PIG and TRANSFORMERS: EarthSpark. For more information on how Hasbro Entertainment is connecting and captivating generations of fans through the wonder of storytelling, visit: www.Hasbro.com