



HASBRO BRINGS THE HOTTEST BRANDS TO 2025 SAN DIEGO COMIC-CON INTERNATIONAL WITH SHOW-STOPPING PRODUCT SHOWCASES, FAN EXPERIENCES AND MORE

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Hasbro Booth #3213 Set to Host the Ultimate Fan Experience, Featuring a Packed Lineup of New Product Innovations, Fan Experiences, Giveaways, Programming and More Based on TRANSFORMERS, DUNGEONS & DRAGONS, MAGIC: THE GATHERING, G.I. JOE and BEYBLADE, Plus Premier Collaboration Brands Star Wars™ and Marvel from Disney Consumer Products

Level Up Your Collection with Convention Exclusives and Other Limited Products, Available to Purchase at the Booth's Hasbro Pulse Toy Store

Enjoy the Fun Anywhere You Are Through Hasbro's Fanstream Content, Panel Recaps, Product Reveals, Franchise and Design Discussions and More

PAWTUCKET, R.I. — JULY 21, 2025 — Hasbro, a leading games, IP and toy company, announces a full slate of fun-filled fan activities at San Diego Comic-Con International. Through an extraordinary brand lineup, attendees can immerse themselves in their favorite fandoms with a wide range of content and experiences celebrating TRANSFORMERS, DUNGEONS & DRAGONS, MAGIC: THE GATHERING, G.I. JOE, and BEYBLADE, as well as premier collaboration brands, Star Wars™ and Marvel from Disney Consumer Products.

"We're excited to return to San Diego Comic-Con with a compelling slate of product reveals and fan-driven programming across TRANSFORMERS, BEYBLADE, G.I. JOE, MAGIC: THE GATHERING and more," said Tim Kilpin, President of Toys, Board Games, Licensing & Entertainment at Hasbro. "As we continue to focus on our 'Aging Up' strategy, we're delivering premium collectibles and immersive experiences designed to resonate with our fans. From highly anticipated convention exclusives at the Hasbro Pulse Toy Store to engaging brand panels, partner collaborations and experiences throughout the city, we're inviting fans to celebrate the passion and storytelling that define our iconic franchises."

HASBRO BOOTH #3213

- **Hasbro Pulse Booth** - A physical manifestation of [com](#), this immersive hub welcomes fans of all ages to explore, experience, and engage with the hottest Hasbro products. Get ready for larger-than-life photo ops with your favorite characters in a connected world where fandoms collide!
- **Hasbro Pulse Toy Store** – Once again, the Hasbro booth will offer physical product purchases, including a curated selection of top-quality toys and collectibles, including:
 - **Convention Exclusives** - Attendees will have the opportunity to purchase the following Hasbro products:

TRANSFORMERS VOID RIVALS AUTOBOT JETFIRE, ZERTONIAN SOLILA, AND AGORRIAN DARAK, I. JOE CLASSIFIED SERIES #163, DREADNOKS COLD SLITHER: BAND OF VIPERS TOUR COMMEMORATIVE ACTION FIGURE SET, BEYBLADE 25TH ANNIVERSARY SET, GHOSTBUSTERS KENNER CLASSICS THE REAL GHOSTBUSTERS ECTO-GLOW HEROES COLLECTOR'S SET, STAR WARS: THE BLACK SERIES ANAKIN SKYWALKER & OBI-WAN KENOBI FIGURES, and MARVEL LEGENDS SERIES GAMERVERSE MARVEL SNAP SAVAGE LAND 3-PACK. Additional product information and photos can be found [here](#).

- **Hasbro Pulse Fanstreaming Studio** – Don't miss out! Tune-in to exclusive livestreams broadcasted directly from Hasbro's booth. Featuring interviews and guest appearances, brand panel recaps, product reveals, and more, this content will be available on the [Hasbro Pulse YouTube channel](#) (18+).

HASBRO BRAND EXPERIENCES

Hasbro will immerse fans in the worlds of G.I. JOE and MAGIC: THE GATHERING with unforgettable experiences and live events.

- **I. JOE Cold Slither Live Concert & Signing** – Based on their depiction in the 1985 animated series *G.I. JOE: A Real American Hero*, Cold Slither will make its explosive on-stage debut at San Diego Comic-Con with a one-night-only concert experience on Thursday, July 24, at Brick by Brick. This 21+ event, presented by Hasbro and Reigning Phoenix Music, promises a full-force blend of original metal mayhem and '80s nostalgia. Purchase limited-edition show-only gear including exclusive t-shirts, posters, LPs, CDs, collectible pin sets and more. Tickets are now available exclusively at [Brick by Brick's official website](#). Snag the self-titled album exclusive "Zartan Chameleon Blue" and "Blood Moon Red" vinyl variants available only at the Hasbro and RPM booths, respectively. Fans can meet the band at the Stern Pinball/Reigning Phoenix Music Booth (#4029) on Friday, July 25th from 12:00 PM to 1:30 PM
- **MAGIC: THE GATHERING and Marvel's Spider-Man Swing into Comic-Con with a New York Twist**

This July, MAGIC: THE GATHERING is teaming up with everyone's favorite web-slinger to bring a little NYC magic to San Diego Comic-Con. From July 24–27, the Legends Ballroom at the Hard Rock Hotel San Diego will be reimagined and inspired by Spider-Man's neighborhood—complete with comic book nods, immersive experiences, and brand-new cards.

Whether you've never held a MAGIC: THE GATHERING card or you've been dueling for years, there's something for you. First-timers can learn to play inside a friendly neighborhood game store, while seasoned players can play with some of the newest cards from the collection. Everyone will walk away with welcome decks to celebrate the latest Universes Beyond Spider-Man launch.

- **MAGIC: THE GATHERING Cabbage Cart/ Avatar: The Last Airbender at Petco Park Lexus Premier Lot**

Welcome to the Cabbage Cart! Step right up to the legendary Cabbage Merchant, strike a pose for an unforgettable photo, then claim your copy of Katara, the Fearless* the Magic: The Gathering – Avatar: The Last Airbender Promo Card. You'll also score an exclusive SDCC Avatar: The Last Airbender tote bag...and of course, a cabbage **Stop by daily from Thursday-Saturday 10AM-5PM and Sunday from 10AM-4PM**, but hurry, brave adventurers as supplies are restocked each day and vanish fast. Share your quest with the world using #MTGxATLA.

* Both the Katara, the Fearless promo card and the exclusive art print are only available while supplies last. There is a limited quantity available each day.

- **BEYBLADE X Walmart San Diego Tournaments + BEYBLADE X and the San Diego Padres**
 - Calling All BEYBLADE Fans! Fans ages 8–12 yrs old in the Chula Vista and San Diego areas can put their skills to the test at an upcoming BEYBLADE X Walmart tournament for a chance to qualify for the National Finals—and ultimately, the World Championship in Tokyo! Don't miss your shot to battle with the best. Visit [com/worldchampionship2025](#) for more details.
 - Following the success of last year's collaboration between BEYBLADE X and the San Diego Padres, [ADK Emotions NY Inc.](#) and T-Licensing Inc. have united with the MLB team once again to bring exciting fan experiences to games this summer. BEYBLADE X experiences will take place during home games at Petco Park in August (August 3, 2025: Padres vs. Cardinals, August 10, 2025: Padres vs. Red Sox and August 24, 2025: Padres vs. Dodgers). These special events will offer fans a free play area for epic BEYBLADE X battles at the ballpark. Starter packs will also be given away to Bey-fans onsite.

HASBRO BRAND AND PARTNER PANELS

San Diego Comic-Con attendees are invited to Hasbro's highly anticipated brand panels dedicated to TRANSFORMERS, G.I. JOE, MAGIC: THE GATHERING, *Star Wars*, and Marvel. These special panel experiences will showcase new product reveals, provide major updates, and feature presentations from key partners and collaborators.

Thursday, July 24

- **The New Era of Power Rangers:** 5:00PM - 6:00PM | Room: 23ABC - BOOM! Studios' epic Power Rangers universe relaunched last year with the explosive *Power Rangers Prime!* This year, the Universe got a little bit bigger with the launch of the long-requested *VR Troopers* series! Join the creative teams behind the new Power Rangers Universe, alongside surprise guests for a behind-the-scenes look at all things Power Rangers!

- **The Loyal Subjects Panel featuring JEM & THE HOLOGRAMS:** 7:00PM - 8:00PM, Room: 28DE - **Retro 80's Toys & Talent** - Join The Loyal Subjects (TLS Toy) on an epic journey to bring back the vibe of the 80's with the coolest retro toys of all time. The TLS panel will be filled with buzzworthy conversations around the best 80's brands including M.A.S.K., Jem & the Holograms, Popples, My Pet Monster, Strawberry Shortcake, Rainbow Brite and My Buddy. The design team will share 'behind the design' fun facts about many of the toys and will have some much-desired reveals of upcoming new releases to unveil. Tune in for even more exciting JEM & The Holograms music news! In addition, the panel will host OG voice actors from the 80's animated shows the toys are based on, so fans can hear and see their toys brought to life like never before!

Friday, July 25

- **Hasbro G.I. JOE Panel:** 10:00AM - 11:00AM, Room: 6DE - Join the G.I. JOE development team for a behind-the-scenes look at what's next! The panel will feature exciting new product news, never-before-heard stories, digital character renders, in-hand figure prototypes, and pre-order launches.
- **Marvel Legends Panel with Hasbro:** 11:30AM - 12:30PM, Room: 5AB - The Hasbro and Marvel product experts will discuss exciting news about Hasbro's ever-popular Marvel Legends product line! Attendees will also get a sneak peek of upcoming, never-before-seen items, followed by a Q&A for your burning Marvel Legends questions.
- **MAGIC: THE GATHERING| Marvel's Spider-Man First Look:** 12:30PM - 1:30PM, Room: 5AB - In a celebration of the team-up between two iconic franchises, join us for a first look at *Magic: The Gathering* | Marvel's Spider-Man. Previewing new cards and artwork, join Mark Rosewater, C.B. Cebulski, Aaron Forsythe and Sarah Wassell to learn how this set came to be.
- **Hasbro Star Wars Panel:** 2:00PM - 3:00PM, Room: 7AB - Join members of the Hasbro Marketing & Design teams as they discuss the popular Hasbro *Star Wars* figure lines, including the Black Series and The Vintage Collection. Attendees will get an in-depth look at Hasbro's latest action figure offerings from throughout the saga. Word on the Holo Net is there may also be a few surprises. May the Force be with you!
- **Hasbro TRANSFORMERS Panel:** 5:00PM - 6:00PM, Room: 25ABC - Join the Hasbro TRANSFORMERS Toy Development team as they take you behind the scenes to unveil the latest character figures from across the iconic brand and celebrate its ongoing partnership with Mattel's iconic Hot Wheels line featuring the latest additions, Bone Shaker and Twin Mill. Plus, time permitting, there will also be a Q&A session filled with trivia and epic giveaways!

Saturday, July 26

- **Celebrating DUNGEONS & DRAGONS 2025:** 2:30PM - 3:30PM, Room: 24ABC - DUNGEONS & DRAGONS continues its monumental rise in pop culture after 50 years! With more people rolling dice and telling stories every day, come hear from expert Dungeon Masters and Storytellers share how Dungeons & Dragons has secured its place in society and the tabletop.
- **TRANSFORMERS and G.I. JOE: All Out War in the Energon Universe:** 4:30PM - 5:30PM, Room: 5AB - THE BIGGEST YEAR FOR THE ENERCON UNIVERSE IS HERE! TRANSFORMERS, G.I. JOE, and VOID RIVALS from Skybound continue to top charts, and we aren't letting up. Superstars Robert Kirkman (Void Rivals), Daniel Warren Johnson (TRANSFORMERS), Joshua Williamson (G.I. Joe), and Sean Mackiewicz (SVP/Publisher, Skybound) reveal their plans for the Quintesson War, the Dreadnok War, and more in a panel that will have everyone on the edge of their seats! Moderated by Arune Singh (VP, Brand, Skybound).
- **Collectible Figures and More News from Playmates Toys:** 5:30PM - 6:30PM, Room: 10 - Get the latest news on collectibles, exclusives and first-look debuts from Mighty Morphin Power Rangers and more! – Playmates Toys' Jeff Trojan, Ray Geiman, Pat Linden, John Stelzer, Lydia Whitman and Aidan Rutten (marketing and design leaders) will review the calendar of collectible figures and exclusives from those brands and more.

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About Hasbro

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With over 164 years of expertise, Hasbro delivers groundbreaking play experiences and reaches over 500 million kids, families and fans around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, MONOPOLY, HASBRO GAMES, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, a 2025 JUST Capital Industry Leader, one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50, and a Brand that Matters by Fast Company. For more information, visit <https://corporate.hasbro.com> or @Hasbro on LinkedIn.

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About Wizards of the Coast

Wizards of the Coast develops and publishes legendary games that inspire creativity, forge friendships and build communities of global fans. A division of Hasbro, a leading games, IP, and toy company (NASDAQ: HAS), Wizards delivers premium experiences for gamers across tabletop, video games, and digital platforms based on both new and time-honored brands, including its best-known franchises MAGIC: THE GATHERING and DUNGEONS & DRAGONS, and from Hasbro's unparalleled portfolio of thousands of iconic marks.

Wizards' diverse studio network includes first-party developers Archetype Entertainment, Invoke Studios, Atomic Arcade and Skeleton Key as well as co-venture and license partners. Headquartered in Renton, Washington, Wizards fosters world-class talent to create unforgettable play experiences on all platforms. To learn more about Wizards, visit <https://company.wizards.com> or Wizards of the Coast on LinkedIn.