HASBRO ENTERTAINMENT AND GET AFTER IT MEDIA LAUNCH “HASBRO LEGENDS” CHANNEL TO OVER 70 MILLION HOMES ACROSS THE U.S.

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BURBANK, CA – April 13 – Hasbro Entertainment, Hasbro’s content arm leveraging its iconic brands and IP across film, television, animation and digital, and Get After It Media (GAIM), a multi-platform broadcast and streaming company, today announced a deal to launch Hasbro Legends, a new linear channel bringing Hasbro’s iconic brands to U.S. broadcast television at scale.

Hasbro Legends will debut across GAIM’s national broadcast footprint, reaching more than 70 million homes across the U.S. launch, with additional distribution to come across streaming platforms, including GAIM’s upcoming owned and operated digital ecosystem, Heartland+. With a portfolio of legendary franchises that have shaped generations across toys, games, television, and film, Hasbro’s beloved characters and stories will reach even more American audiences through the brand-new broadcast channel.

“This is what happens when my inner kid/fan takes over—and I love it,” said Otto Padrón, Co-President/COO of GAIM. *“We are beyond honored and thrilled to team up with Hasbro. I grew up with G.I. JOE and POWER RANGERS, and now we get to bring these legendary brands to broadcast television at scale.”*

Joel Wertman, Co-President and CEO of GAIM added: *“We’re not just launching a channel—we’re building the next generation of monetization. This is an omnichannel exchange that allows buyers to transact linear and CTV together. We’re on the cutting edge of automating planning, proposals, and buying across multiple stations—bringing real efficiency and ease of execution to the market. This is where ad tech is going.”*

“Our focus is on meeting audiences where they are and how they consume content today,” said Yannick Ferrero, SVP, Content Distribution & Digital at Hasbro Entertainment. *“With Hasbro Legends, we’re bringing our brands to broadcast at scale, reaching new audiences and creating opportunities for partners across linear and digital platforms.”*

The Hasbro Legends channel will feature programming derived from Hasbro’s extensive intellectual property portfolio, with a focus on fan-favorite, classic series from heritage brands like G.I. JOE, JEM AND THE HOLOGRAMS, MY LITTLE PONY, POWER RANGERS and TRANSFORMERS.

GAIM will manage distribution and monetization across both over-the-air (OTA) and free ad-supported streaming television (FAST) environments, creating a unified ecosystem designed to maximize reach, engagement, and advertiser access within a single operating framework.

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 165 years of expertise, Hasbro delivers groundbreaking play experiences and reaches more than 1 billion fans annually 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.

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. Working with top talent, studios, and distribution platforms Hasbro Entertainment’s recently announced projects include: a re-imagining of CLUE across film and television (both scripted and non-scripted) with Sony; a live-action DUNGEONS & DRAGONS series *Forgotten Realms*, currently in development at Netflix; a deal with LuckyChap and Lionsgate to produce

a film based on MONOPOLY; an unscripted adaptation of MONOPOLY for Netflix; a major, live-action film and television universe adapted from MAGIC: THE GATHERING, produced alongside Legendary Entertainment; an animated MAGIC: THE GATHERING series, currently in production at Netflix; a live-action POWER RANGERS television series in development with 20th Century TV for Disney+; a MY LITTLE PONY live-action film, the first live-action film adaptation of MY LITTLE PONY, in development with Amazon MGM Studios; game shows based on TRIVIAL PURSUIT and SCRABBLE, which were recently renewed for second seasons by The CW; a BALDUR'S GATE television series in development with HBO, a live action film adaptation of THE GAME OF LIFE, for Amazon MGM, and many more. These newly announced projects join 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 or follow @Hasbro on LinkedIn.

ABOUT GET AFTER IT MEDIA (GAIM): Get After It Media (GAIM) is a multi-platform broadcast and streaming company delivering premium content across five national television networks and digital platforms. With a rapidly expanding footprint across U.S. broadcast and streaming, GAIM is building a fully converged ecosystem where linear and digital operate as one unified engine for growth, distribution, and monetization.