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MY LITTLE PONY Gallops Into Comics

IDW Publishing and Hasbro, Inc. to produce first ever MY LITTLE PONY comics

San Diego, CA (July 14, 2012) – At Comic-Con International today, IDW Publishing and Hasbro, Inc. teamed up to announce the addition of yet another hugely successful brand to their portfolio.

Based on the Hasbro characters from the popular *My Little Pony Friendship is Magic* animated series, created by Hasbro Studios and currently airing on The HUB TV Network in the US, IDW's **MY LITTLE PONY: FRIENDSHIP IS MAGIC** comics will offer all-new stories featuring the beloved ponies: Twilight Sparkle, Pinkie Pie, Rarity, Fluttershy, Rainbow Dash, and Applejack.

"My Little Pony is a highly successful brand and we're incredibly excited to have the opportunity to extend the franchise through this collaboration with Hasbro," said IDW CEO and Publisher, **Ted Adams**. "We look forward to providing new stories for the fans and launching their favorite ponies into comic book form."

Fans of the animated series will be excited to hear that the comics will stay true to its moral foundation, while providing themes and subject matter that will appeal to fans of all ages. **MY LITTLE PONY: FRIENDSHIP IS MAGIC** will bring new adventures to the ponies as they help residents of Ponyville while learning memorable lessons about the meaning of friendship.

"We are thrilled to be working with IDW to bring another of Hasbro's hottest brands to comics. As they have proven time and again with TRANSFORMERS and G.I. JOE, IDW does a terrific job translating Hasbro's iconic brands & characters to the medium. Match that expertise with the excitement and all-ages appeal of *My Little Pony Friendship is Magic*, and there is no doubt that the time has come for MY LITTLE PONY comics," said **Michael Kelly**, Director of Hasbro's Global Publishing.

Coming in November 2012, the series will be written by **Katie Cook** (*Gronk*), who has previously worked on DC and Marvel Comics. Taking on the artistic duties is **Andy Price** (*DC Legacy*, *Batman Archives*), with special covers throughout the series by artists including **Jill Thompson** (*Sandman*, *Beasts of Burden*), **Stephanie Buscema** (*Womanthology*), and many more.

Hasbro's My Little Pony brand was re-launched in 2003 and has brought fun, friendship & joy to millions of kids of all ages around the globe. The *My Little Pony Friendship is Magic* animated series premiered on October 10, 2010, on The Hub TV Network, gaining much acclaim due to its brilliantly written plot lines, high quality graphics as well as the overarching message of friendship!

Visit IDWPublishing.com to sign up for updates and learn more about the company and its top-selling books.

About IDW Publishing

IDW is an award-winning publisher of comic books, graphic novels and trade paperbacks, based in San Diego, California. Renowned for its diverse catalog of licensed and independent titles, IDW publishes some of the most successful and popular titles in the industry, including: Hasbro's The TRANSFORMERS and G.I. JOE, Paramount's Star Trek; HBO's True Blood; the BBC's DOCTOR WHO; Nickelodeon's Teenage Mutant Ninja Turtles; Toho's Godzilla; Wizards of the Coasts Magic: The Gathering and Dungeons & Dragons; and the Eisner-Award winning Locke & Key series, created by best-selling author Joe Hill and artist Gabriel Rodriguez. IDW is also home to the Library of American Comics imprint, which publishes classic comic reprints, and Yoe! Books, a partnership with Yoe! Studio.

IDW's critically- and fan-acclaimed series are continually moving into new mediums. Currently, Jerry Bruckheimer Films and

Disney are creating a feature film based on World War Robot, while Michael Bay's Platinum Dunes and Sony are bringing Zombies vs. Robots to film.

About Hasbro

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Company's Hasbro Studios develops and produces television programming for markets around the world. The Hub TV Network is part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), in the U.S. Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies." Learn more at www.hasbro.com. © 2012 Hasbro, Inc. All Rights Reserved.

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