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Hasbro's Iconic MY LITTLE PONY Brand Excites a New Generation of Girls with Its Message of Friendship and Adventure

Launch of "My Little Pony Friendship Is Magic" Animated Series on The Hub Network, Inspires New Product Line, Strong Licensing Program, and Social Media Presence to Connect the Brand with Fans of All Ages

PAWTUCKET, R.I., Oct 07, 2010 (BUSINESS WIRE) -- More than 25 years after its introduction, the popular [MY LITTLE PONY](#) franchise from [Hasbro](#), Inc. (NYSE: HAS) continues to engage and inspire girls around the world. This fall the beloved brand will debut a new look across all categories, including television, toy, games, licensed goods and social media programs. Inspired by the new "*My Little Pony Friendship is Magic*" animated series, launching on [The Hub Network](#) on 10.10.10, the all new look promises to win the hearts of 'Pony Girls' everywhere.

The MY LITTLE PONY franchise was introduced in 1983 and quickly became a favorite of millions of girls around the globe. Since 2003, Hasbro has sold 100 million ponies, making MY LITTLE PONY a popular brand among girls ages 3 through 6 year after year. The innocence and enchantment associated with the brand has inspired little girls who grew up playing with MY LITTLE PONY toys to share the magical world with their own children.

"The MY LITTLE PONY brand has grown tremendously since its debut more than 25 years ago," said Valerie Jurries, Global Senior Vice President of Marketing at Hasbro. "We're so proud that what started out as the story of six magical best friends has turned into a whimsical, wonderful community filled with millions of girls from across the globe. We look forward to embarking on this new journey together with our friends and fans."

"Since it was launched, MY LITTLE PONY has been a springboard for imaginative play," says Chris Byrne, content director for TimetoPlayMag.com, aka The Toy Guy®. "Every little girl has made the world of these characters uniquely her own, creating memorable experiences that have become a cherished part of their childhoods. As Hasbro expands the narrative--and the imagination--countless new girls will be making their own new memories with this timeless brand."

Set to debut on the all new Hub Network on 10.10.10, the "*My Little Pony Friendship is Magic*" television show follows a core cast of six pony friends through funny, offbeat experiences, lessons in friendship and exciting, enchanted adventures. This new series, developed by Hasbro Studios, marks the first episodic MY LITTLE PONY animation since the original series in the 1980s. The show is helmed by cartoon creation legend, Lauren Faust, responsible for new-cartoon classics "Powerpuff Girls" and "Fosters Home for Imaginary Friends." "*My Little Pony Friendship is Magic*" is scheduled to air on the Hub TV Network on Sunday, 10.10.10 at 2:30 PM EST.

In conjunction with the debut of the animated series "*My Little Pony Friendship is Magic*," girls will have the opportunity to create adventures of their very own with the introduction of the MY LITTLE PONY FRIENDSHIP IS MAGIC Gift Set, a five pack of adorable, brightly colored characters along with a book about the series MY LITTLE PONY FRIENDSHIP IS MAGIC. This collectible assortment of five characters are only a few of an endearing line up of all new MY LITTLE PONY products.

On the licensing front, the MY LITTLE PONY brand continues to be a worldwide perennial favorite with nearly 150 licensees onboard in 2010 to bring MY LITTLE PONY-branded products to the global marketplace ranging from apparel to publishing, arts & crafts, school supplies, domestics, and collectibles.

This year, the MY LITTLE PONY franchise entered the social media space in which fans are invited to make friends with the brand on [Facebook](#) and [Twitter](#) for exclusive updates, product reveals, promotions and more. Additionally, the MY LITTLE PONY brand has been a proud sponsor of influential new media events and conferences including National Mom's Nite Out, BlogHer, and the Type-A Mom Conference.

About Hasbro

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2010 Hasbro, Inc. All Rights Reserved.

About The Hub

The Hub, a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) and Hasbro, Inc. (NYSE: HAS), will entertain, enlighten, empower and educate children and their families. The cable and satellite television network will feature original programming as well as content from Discovery's library of award-winning children's educational programming; from Hasbro's rich portfolio of entertainment and educational properties built during the past 90 years; and from leading third-party producers worldwide. The Hub lineup will include animated and live-action series, specials and game shows, and the network will extend its content through a robust and engaging online presence. The Hub will launch October 10, 2010 (10-10-10) reaching approximately 60 million U.S. households on what is currently Discovery Kids channel. The online home of The Hub is <http://www.hubworld.com>. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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