



## Hasbro Delivers the World's Best Play Experiences at 2016 American International Toy Fair

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PAWTUCKET, R.I.--(BUSINESS WIRE)--[Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) will showcase its 2016 portfolio of innovative brand experiences at the American International Toy Fair in New York City.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160212005417/en/>

"We look forward to unveiling the latest innovative play experiences from the Hasbro brand portfolio," said John Frascotti, President, Hasbro Brands. "We are continuing to invest in strong entertainment brand-driven storytelling across all media, including, television, film, digital, toys, games and consumer products, and to provide our audiences with more ways to experience our brands than ever before."

Visit [newsroom.hasbro.com](http://newsroom.hasbro.com) to view Hasbro's 2016 Toy Fair Media Kit.

### **ABOUT HASBRO**

[Hasbro](http://www.hasbro.com) (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and consumer product licensing, Hasbro fulfills the fundamental need for play and connection with children and families around the world. The Company's Hasbro Studios and its film label, ALLSPARK PICTURES, create entertainment brand-driven storytelling across mediums, including television, film, digital and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families. Learn more at [www.hasbro.com](http://www.hasbro.com), and follow us on Twitter ([@Hasbro](https://twitter.com/Hasbro) & [@HasbroNews](https://twitter.com/HasbroNews)) and Instagram ([@Hasbro](https://www.instagram.com/hasbro)).

### **PRODUCTS FOR SLIDESHOW:**

**PLAY-DOH TOWN 3 IN 1 TOWN CENTER Playset**

**MONOPOLY ULTIMATE BANKING Game**

**MY LITTLE PONY EXPLORE EQUESTRIA CRYSTAL EMPIRE Playset**

**NERF N-STRIKE MODULUS TRI-STRIKE Blaster**

**NERF REBELLE PLATINUM Bow**

**TRANSFORMERS GENERATIONS TITANS RETURN FORTRESS MAXIMUS Action Figure**

**LITTLEST PET SHOP PET SHOP Playset**

**FURREAL FRIENDS TORCH MY BLAZIN' DRAGON Pet**

**SIMON AIR Game**

**BOP IT Game**

**YO-KAI WATCH & MEDAL MYSTERY BAG Assortment**

**DISNEY PRINCESS ROYAL SHIMMER Dolls (photo of all 11)**

**MARVEL CAPTAIN AMERICA CIVIL WAR CAPTAIN AMERICA BLASTER REVEAL SHIELD**

**STAR WARS InteracTech Stormtrooper Figure**

**DreamWorks TROLLS HUG TIME POPPY Doll**

**LOVE2LEARN ELMO Plush Toy and App**

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