



## Hasbro, Inc. and Guangdong Alpha Animation & Culture Co. to Bring 'BLAZING TEAM' Brand Across Multiple Platforms in New Markets

October 28, 2015

—China's #1 Boys Brand To Launch in U.S. with New TV Series to Debut November 13—

PAWTUCKET, R.I. & SHANGHAI--(BUSINESS WIRE)-- [Hasbro, Inc.](#) and Guangdong Alpha Animation & Culture Co., the leading toy entertainment company in China, will together introduce **BLAZING TEAM** to consumers in new markets with new entertainment and an innovative toy line. The companies have a joint venture agreement to co-develop brands within their portfolios globally.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20151028005939/en/>

The **BLAZING TEAM** franchise will first launch in the U.S. as an all-new animated series airing on Discovery Family Channel beginning November 13 with international distribution to follow in 2016. The series is produced by Alpha in association with Hasbro Studios and will introduce audiences to the mystical world of Yo Kwon Do, a practice that blends the skill of the yo-yo with the power of martial arts.

The **BLAZING TEAM** series features a group of ordinary teens who begin to recognize the extraordinary capabilities they have within when Yo Kwon Do master Lao Shi takes them under his wing to combat the growing darkness in their city and teach them power of Yo Kwon Do. The show kicks off with a two-part premiere on Friday, November 13 at 6:30 a.m. and 7 a.m. on Discovery Family Channel.

In 2016, Hasbro will introduce a line of **BLAZING TEAM** yo-yo products featuring different difficulty levels. The line will launch in the U.S. beginning in March 2016 followed by additional markets later in the year.

"We are thrilled to be working with Alpha to bring this powerful brand to new fans across the globe with new action-packed entertainment and an innovative product line that brings the fantasy of Yo Kwon Do to life," said John Frascotti, president of Hasbro Brands.

"Collaborating with Hasbro on the launch of **BLAZING TEAM** will allow us to reimagine our most popular brand for new audiences around the world," said Mr. Cai Xiao Dong, President of Alpha. "We look forward to introducing fans to this exciting property beginning with the animated series on Discovery Family in the U.S. this fall."

### **About Hasbro**

[Hasbro](#) (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 lifestyle 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](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

HAS-B

### **About Guangdong Alpha Animation & Culture Co.**

Guangdong Alpha Animation and Culture Co., Ltd. (SZSE: 002292) is the largest animation group and a leading pan-entertainment platform in China. Established in 1993, Alpha has transformed from a toy-oriented company to an entertainment focused enterprise. It possesses a strong content ecosystem featuring novels, comics, animations as well as movies, providing solid foundation for activities spanning across mass media, toys, consumer products, education, and theme parks. Owning more than ten animation studios, Alpha has been taking a multi-dimensional brand strategy to foster original properties and products. The company's lineup of star properties includes Pleasant Goat and Big Big Wolf, Armor Hero, Balala the Fairies and Super Wings, targeting the K-12 group, as well as One Hundred Thousand Bad Jokes, B.E.E., The Raksasa Street, Backkom and Taichi Mice for people of all ages, especially adolescents. For more information, please visit [www.gdalphabet.com](http://www.gdalphabet.com).

View source version on [businesswire.com](http://businesswire.com): <http://www.businesswire.com/news/home/20151028005939/en/>

Hasbro Global Communications  
Nicole Agnello, 401-727-5947  
[Nicole.agnello@hasbro.com](mailto:Nicole.agnello@hasbro.com)

Source: Hasbro, Inc.

