



Hasbro Brings Hotly-Anticipated Special Edition Toys to Comic-Con International, Featuring Transformers, My Little Pony, Jem and More

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PAWTUCKET, R.I.--(BUSINESS WIRE)-- The exciting annual tradition continues as Hasbro, Inc. (NASDAQ: HAS) returns to Comic-Con International in San Diego, California, with an assortment of eagerly-awaited special edition action figures and toys drawn from Hasbro's most popular brands and licenses, and inspired by the comics, movies, animated series and video games that continue to make them pop culture staples. Fans can expect special edition figures from Hasbro's TRANSFORMERS, MY LITTLE PONY, MAGIC: THE GATHERING, G.I. JOE and JEM AND THE HOLOGRAMS brands as well as its licensed properties, STAR WARS™ and MARVEL.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20150708006501/en/>



A limited number of each special edition item will be available at the Hasbro Toy Shop booth (#3329) at Comic-Con International starting on Preview Night, July 8 (while supplies last), as well as in very limited quantities after the convention concludes at HasbroToyShop.com. Highlights of the collection of special edition toys include two exciting TRANSFORMERS GENERATIONS: COMBINER WARS toys: the all-female COMBINER HUNTERS action figure collection and special edition DEVASTATOR action figure! Hasbro is also excited to offer STAR WARS fans the opportunity to take home the limited edition STAR WARS THE BLACK SERIES 6-INCH FIRST ORDER STORMTROOPER in special packaging!

The comprehensive list of Hasbro's 2015 San Diego Comic-Con Special Edition Figures features:

TWILIGHT IN PARIS JERRICA BENTON/JEM Doll

(Ages 15 years & up/ Approx. Retail Price: \$149.99/Available through HasbroToyShop.com or Booth #3329 at Comic-Con International in San Diego) The fully articulated, Special Edition TWILIGHT IN PARIS JERRICA BENTON/JEM doll celebrates classic JEM and stands 12.5 inches tall and features all of the components needed to convert the doll from fashionable music industry mogul JERRICA BENTON by day to international rock star JEM by night!

A long awaited fan-favorite look, TWILIGHT IN PARIS sets the tone for everyone's favorite pop star as she and her friends fly to the City of Lights to film their first music video under the lens of famous director Anthony Julian! JERRICA BENTON supervises the shoot, but when the time comes to shine, JEM is just a flick of her earring away... It's showtime, Synergy!

This *Truly Outrageous* 2015 Comic Con and HasbroToyShop.com exclusive comes with all of the components to turn JERRICA BENTON into JEM via Integrity Toys' QuickSwitch system that allows users to pop the head sculpt on and off, as well as the clothing components required to turn JERRICA BENTON into JEM in a few minutes! But that's not all. As a bonus, this highly sought after collectible is brought to fans intricately packaged in a custom souvenir box that turns into a 30" tall diorama of the Eiffel Tower to use as a background to display JEM AND THE HOLOGRAMS! Doll stand and certificate of authenticity included. Following the convention, a limited number will be available on HasbroToyShop.com.

MY LITTLE PONY Pinkie Pie "Chicken" Figure

(Ages 3 years & up/Approx. Retail Price: \$49.99/Available through HasbroToyShop.com or Booth #3329 at Comic-Con International in San Diego) Get ready for all of the fun, thrills, and chills of Nightmare Night with the MY LITTLE PONY PINKIE PIE "Chicken" Figure! This adorable pony, inspired by the silly, fan favorite costume PINKIE PIE donned in Episode 204 "Luna Eclipsed" of MY LITTLE PONY: FRIENDSHIP IS MAGIC is never too old for candy, costumes and spooky adventures. She comes dressed and ready for Nightmare Night fun,

TWILIGHT IN PARIS JERRICA BENTON/JEM Doll available at Booth #3329 at Comic-Con International in San Diego. The fully articulated, Special Edition TWILIGHT IN PARIS JERRICA BENTON/JEM doll celebrates classic JEM and stands 12.5 inches tall and features all of the components needed to convert the doll from fashionable music industry mogul JERRICA BENTON by day to international rock star JEM by night! This highly sought after collectible is brought to fans intricately packaged in a custom souvenir box that turns into a 30" tall

diorama of the Eiffel Tower to use as a background to display JEM AND THE HOLOGRAMS! Doll stand and certificate of authenticity included. Following the convention, a limited number will be available on HasbroToyShop.com for the approximate retail price of \$149.99. (Photo: Business Wire)

wearing a fluffy chicken outfit accessorized with a gold colored beak and a treat bag. The Pinkie Pie pony figure will be for sale at Comic-Con 2015! Following the convention, a limited number will be available on HasbroToyShop.com.

MY LITTLE PONY EQUESTRIA GIRLS SCI-TWI Doll

(Ages 5 years & up/Approx. Retail Price: \$34.99/Available through HasbroToyShop.com or Booth #3329 at Comic-Con International in San Diego)

It's the moment we've all been waiting for - meet TWILIGHT SPARKLE from CRYSTAL PREP! First seen at the end of the "My Little Pony Equestria Girls Rainbow Rocks" animated film, this TWILIGHT SPARKLE has always lived in the EQUESTRIA GIRLS world - she just attends another school! The special edition studious SCI-TWI doll is dressed for any science experiment, dressed in a chic lab coat over a turtleneck sweater dress with circuit board patterned tights, knee-high boots and her signature glasses. She comes with additional fun accessories such as her locker bookshelf and trusty sidekick SPIKE the dog! Fans can discover more fun and fashion digitally within the all new EQUESTRIA GIRLS app. The SCI-TWI doll features a uniquely coded necklace which will "unlock" virtual lab-inspired fashions and additional game features in the EQUESTRIA GIRLS app when scanned on compatible mobile devices. The special edition SCI-TWI doll will be available for sale at Comic-Con 2015. Get ready to meet SCI-TWI and the rest of the CRYSTAL PREP students as they compete against the CANTERLOT HIGH WONDERCOLTS this fall in the MY LITTLE PONY EQUESTRIA GIRLS FRIENDSHIP GAMES! Following the convention, a limited number of dolls will be available for purchase on HasbroToyShop.com.

MAGIC: THE GATHERING ORIGINS PACK - FEATURING THE PLANESWALKER ANTHOLOGY

(Ages 13 years & up/Approx. Retail Price: \$110.99/Available through HasbroToyShop.com or Booth #3329 at Comic-Con International in San Diego) Be among the first to experience cards from Wizards of the Coast's highly anticipated new set MAGIC ORIGINS with this special edition box set! This collection includes a set of five cards from MAGIC ORIGINS with exclusive artwork by renowned MAGIC: THE GATHERING card illustrator Wayne Reynolds, spotlighting five PLANESWALKER characters: GIDEON JURA, JACE BELERAN, LILLIANA VESS, CHANDRA NALAAR and NISSA REVANE. The box set also includes *THE PLANESWALKER ANTHOLOGY*, an exclusive hardcover book exploring the pasts of these PLANESWALKERS. Following the convention, a limited number of sets will be available on HasbroToyShop.com.

TRANSFORMERS GENERATIONS: COMBINER WARS COMBINER HUNTERS Action Figure Collection

(Ages 8 years & up/Approx. Retail Price: \$74.99/Available through HasbroToyShop.com or Booth #3329 at Comic-Con International in San Diego) Your favorite female Autobots from the COMBINER WARS take up arms and become COMBINER HUNTERS in pursuit of the ultimate DECEPTICON COMBINER — DEVASTATOR! This special edition set includes Deluxe scale figures of WINDBLADE, ARCEE, and CHROMIA figures, each featuring COMBINER HUNTER weapons. Fans will also receive a Hasbro SDCC exclusive cover edition of IDW Publishing's *TRANSFORMERS: COMBINER HUNTERS* #1 as a free gift with each Hasbro Toy Shop purchase at Comic-Con International that includes TRANSFORMERS GENERATIONS: COMBINER WARS items. Following the convention, a limited number of action figure sets will be available on HasbroToyShop.com.

TRANSFORMERS GENERATIONS: COMBINER WARS DEVASTATOR Special Edition Action Figure

(Ages 8 years & up/Approx. Retail Price: \$179.99/Available through HasbroToyShop.com or Booth #3329 at Comic-Con International in San Diego) Be the first to get your hands on Hasbro's largest TRANSFORMERS GENERATIONS: COMBINER WARS figure! This massive set features six Voyager scale figures packed out in their combined DEVASTATOR mode in a window box display with a unique CONSTRUCTICON theme. This Special Edition of DEVASTATOR also features a brand new head sculpt and deco featuring vac-metal parts! Fans will also receive a Hasbro SDCC exclusive cover edition of IDW Publishing's *TRANSFORMERS: COMBINER HUNTERS* #1 as a free gift with each Hasbro Toy Shop purchase at Comic-Con International that includes TRANSFORMERS GENERATIONS: COMBINER WARS items. Following the convention, a limited number of action figure sets will be available on HasbroToyShop.com.

GI JOE CRIMSON STRIKE

(Ages 5 years & up/Approx. Retail Price: \$109.99/Available through HasbroToyShop.com or Booth #3329 at Comic-Con International in San Diego) The G.I. JOE crew wards off COBRA airstrikes from the ground in this new special edition set! Original G.I. JOE tank commander RALPH "STEELER" PULASKI and GRUNT take up arms in the G.I. JOE CHIMERA tank against the COBRA SCYTHER jet, piloted by A.V.A.C. and his ground spotter the ALLEY VIPER OFFICER. The G.I. JOE CHIMERA features an elevating cannon in a rotating turret to take down the COBRA SCYTHER and its pivoting wings, retractable landing gear, and removable missiles. Following the convention, a limited number of action figure sets will be available on HasbroToyShop.com.

KRE-O GI JOE SLAUGHTER'S MARAUDERS VS DESTRO'S IRON GRENADIERS Set

(Ages 6 years & up/Approx. Retail Price: \$49.99/Available through HasbroToyShop.com or Booth #3329 at Comic-Con International in San Diego) ATTENTION! Sgt. Slaughter makes his KREON debut to lead the MARAUDERS into battle against DESTRO and the IRON GRENADIERS in this special edition set! Comes with 12 KREON figures — including BARBECUE, FOOTLOOSE, DARKLON, VOLTAR, and, in another KREON debut, DESTRO in his infamous leopard-print coat. Also includes pieces to build a SGT. SLAUGHTER TRIPLE T tank! This special edition set comes packed in special throwback "boxed set" packaging resembling your favorite '80s & '90s VHS cassettes, complete with Sgt. Slaughter and DESTRO file cards and art that re-creates classic G.I. JOE packaging! You'll have a blast with this set, AND THAT'S AN ORDER! Following the convention, a limited number will be available on HasbroToyShop.com.

KRE-O TRANSFORMERS KREON CLASS OF 1985 30-Pack

(Ages 6 years & up/Approx. Retail Price: \$59.99/Available through HasbroToyShop.com or Booth #3329 at Comic-Con International in San Diego) Go back to the...uh, past with this amazing set of retro TRANSFORMERS KREON figures celebrating the radical year 1985! Like last year's special edition KREON CLASS OF 1984 Yearbook celebrating the 30th anniversary of the debut of the TRANSFORMERS brand, the "new wave" KRE-O TRANSFORMERS KREON CLASS OF 1985 set features 30 amazing TRANSFORMERS characters, all of whom debuted in 1985's second season of the *TRANSFORMERS* animated series! Features fan-favorite characters like DEVASTATOR, GRIMLOCK, and OMEGA SUPREME, as well as the KREON debut of ASTROTRAIN, BOMBSHELL, JETFIRE and more! Plus, get the figures ready for their laser-background yearbook photos with awesome '80s KREON accessories like a denim jacket, custom feathered hairdo and a prophetic Sports Almanac! Following the convention, a limited number will be available on HasbroToyShop.com.

STAR WARS THE BLACK SERIES 6-INCH FIRST ORDER STORMTROOPER

(Ages 4 years & up/Approx. Retail Price: \$25.99/Available through HasbroToyShop.com or Booth #3329 at Comic-Con International in San Diego) The first Hasbro action figure from *STAR WARS: THE FORCE AWAKENS* is landing at Comic-Con International in San Diego! This 6-inch highly articulated figure features the attention to detail that fans expect from *STAR WARS THE BLACK SERIES*, as well as a special commemorative

packaging presentation that won't be available at retail. Following the convention, a limited number will be available on HasbroToyShop.com.

MARVEL'S DR. STRANGE — BOOK OF VISHANTI MARVEL LEGENDS Action Figure Pack

(Ages 4 years & up/Approx. Retail Price: \$104.99/Available through HasbroToyShop.com or Booth #3329 at Comic-Con International in San Diego)
Unlock the powers of Marvel Comics' mystics with MARVEL'S DR. STRANGE — BOOK OF VISHANTI MARVEL LEGENDS pack! The set includes five special edition MARVEL LEGENDS 6-inch figures - DR. STRANGE (ASTRAL FORM), BROTHER VOODOO, HELA, MAGIK and DORMAMMU, the greatest adversary of DR. STRANGE. This special edition package is designed to look like the tome that is the source of DR. STRANGE'S otherworldly powers and includes a wearable role-play EYE OF AGAMOTO, like DR. STRANGE wears! Following the convention, a limited number will be available on HasbroToyShop.com.

MARVEL'S ANT-MAN Action Figure Pack

(Ages 4 years & up/Approx. Retail Price: \$64.99/Available through HasbroToyShop.com or Booth #3329 at Comic-Con International in San Diego)
Witness the size-shifting powers of Marvel's ANT-MAN in this special edition action figure pack that includes multiple scales of figures! Featuring five iterations of ANT-MAN from throughout his long Marvel history, this special edition package features action figures that depict the stages in which Ant-Man "shrinks" in size (and increase in power!) - 12-inch GIANT-MAN, 6-inch GOLIATH, 3.75-inch HANK PYM (in lab coat, with helmeted and non-helmeted heads), 1.5-inch SCOTT LANG ANT-MAN (non-articulated) and 1-inch HANK PYM ANT-MAN (non-articulated). The figures come in special packaging designed to look like ANT-MAN's helmet - complete with swivel antennae! Following the convention, a limited number will be available on HasbroToyShop.com.

MARVEL'S ANT-MAN 0.75" Mini Action Figure

(Ages 4 years & up/Approx. Retail Price: \$9.99/Available through HasbroToyShop.com or Booth #3329 at Comic-Con International in San Diego)
Get ready to root for the little guy! Hasbro's smallest ever Marvel action figure features the Super Hero from the hotly anticipated film MARVEL'S ANT-MAN - at only 0.75 inches tall, that's smaller than a penny (or a really big ant)! This movie-accurate, non-articulated mini-figure comes in special packaging designed to mimic a matchbook. The matchbox tray slides out to reveal the figure in an ANT-MAN-sized blister card. Following the convention, a limited number will be available on HasbroToyShop.com.

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, TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and a comprehensive lifestyle licensing program, Hasbro fulfills the fundamental need for play and connection for children and families around the world. The Company's Hasbro Studios creates entertainment brand-driven storytelling across mediums, including television, film 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 every year. Learn more at www.hasbro.com and follow us on Twitter ([@Hasbro](https://twitter.com/Hasbro) & [@HasbroNews](https://twitter.com/HasbroNews)).

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Hasbro, Inc.
Kristina Coppola, 401-727-5973
Kristina.Coppola@hasbro.com

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