



Meghan McCarthy Joins Hasbro as Head of Storytelling

June 4, 2015

Pawtucket, R.I., June 2, 2015 -- [Hasbro, Inc.](#) (NASDAQ: HAS) a global branded play leader, today announced the appointment of Meghan McCarthy to the position of Head of Storytelling, effective immediately. In this new role, McCarthy will report directly to Stephen Davis, Executive Vice President, Chief Content Officer. She will be based in the Los Angeles office of Hasbro Studios.

Ms. McCarthy is a Daytime Emmy Award-nominated lyricist and writer best known for her role as an Executive Producer on the My Little Pony: Friendship is Magic animated television series, a top-rated series globally, currently in its fifth season. The series is airing on the Discovery Family network in the U.S., on leading networks in more than 180 territories globally, and distributed on many digital platforms, most notably Netflix, iTunes and Google Play. Additionally, Ms. McCarthy is credited with writing and producing for several My Little Pony spin-off films, My Little Pony: Equestria Girls (2013), Equestria Girls: Rainbow Rocks (2014) and Equestria Girls: Friendship Games (2015).

"Having worked closely with Meghan during the past four years and seen first-hand what an adept storyteller she is – clearly one of the best in our business – words cannot express how thrilled we are that she will be joining our organization," said Stephen Davis, Executive Vice President, Chief Content Officer. "To be able to benefit from Meghan's ability to create expansive worlds and characters across our entire portfolio of brands is an incredible opportunity for the Company. Storytelling is at the center of our brand blueprint and Meghan will help us continue to advance our strategy of building deep connections and relationships with our consumers and audiences globally through rich content in all forms and formats – across digital, television, animated and live action films."

As Head of Storytelling for Hasbro's Girls brands, Ms. McCarthy will drive a multi-year strategy and develop deep story and characters across the Company's portfolio of brands, including MY LITTLE PONY and LITTLEST PET SHOP. She will work closely with Hasbro's brand and design teams to ensure consistent execution across all platforms and will work with film producers on the upcoming MY LITTLE PONY animated feature film currently slated for release in 2017.

Prior to her work with the MY LITTLE PONY brand, Ms. McCarthy has scripted episodes of Disney's Fish Hooks and Cartoon Network's Foster's Home For Imaginary Friends. She also served as Story Editor on Cartoon Network's Class of 3000.

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 to 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](#) & [@HasbroNews](#)).

About Hasbro Studios

Hasbro Studios is responsible for entertainment brand-driven storytelling for Hasbro across television film, commercial productions and short-form content. It develops, produces and distributes TV shows based on Hasbro's world class brands, including TRANSFORMERS, MY LITTLE PONY, LITTLEST PET SHOP and FAMILY GAME NIGHT. Many of these shows air on Discovery Family Channel and on networks in more than 180 territories globally. Since its formation in 2009, the studio has received nine Daytime Emmy wins.

On the film side, the studio has developed and produced a number of features based on Hasbro's brands. In addition to partnering with leading studios, the Company intends to make movies based on new and existing Hasbro brands for audiences globally through its Allspark Pictures film label. Films in development or planned for release, include TRANSFORMERS 5 (Paramount), G.I. JOE 3 (Paramount), JEM AND THE HOLOGRAMS (Universal & Allspark Pictures), OUIJA 2 (Universal & Allspark Pictures), MAGIC: THE GATHERING (21st Century Fox), PLAY-DOH (21st Century Fox) and an animated feature based on MY LITTLE PONY (Allspark Pictures).

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