



Hasbro and Netflix Announce New Original Series 'Stretch Armstrong and the Flex Fighters'

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Animated Original Series for Kids to Debut Worldwide on Netflix Late 2017

Steven Yeun, Scott Menville, Ogie Banks, Wil Wheaton and Felicia Day as Featured Voice Cast

BURBANK, Calif.--(BUSINESS WIRE)--Jul. 31, 2017-- [Hasbro, Inc.](#) (NASDAQ: HAS) is flexing more muscle in programming for kids with the announcement of *Stretch Armstrong and the Flex Fighters*, a new original series from Hasbro Studios premiering on Netflix. The new teenage superhero animated series will reimagine the classic Hasbro brand Stretch Armstrong into a relatable kids adventure that features diverse characters with wacky powers and a playfully humorous storyline.

Stretch Armstrong and the Flex Fighters follows high school student Jake Armstrong and his two best friends Nathan Park and Ricardo Perez who are accidentally exposed to an experimental chemical that forever changes their seemingly normal lives, transforming them into unlikely heroes who embark on a series of adventures.

"*Stretch Armstrong and the Flex Fighters* is the first Hasbro brand to receive a Netflix original series order. We have been waiting for just the right moment to re-imagine Stretch for a new audience and our friends at Netflix got it right away; they have been a tremendous partner," said Stephen Davis, Chief Content Officer and Executive Vice President, Hasbro Inc. "We have hit a superhero sweet spot, and with Netflix's global reach, kids across the world will fall in love with its fun characters and action-packed storyline."

Stretch Armstrong and the Flex Fighters will feature the voices of leading Hollywood television and film talent including:

- Jake Armstrong / Stretch – Scott Menville (Teen Titans Go!, Teenage Mutant Ninja Turtles)
- Nathan Park / Wingspan – Steven Yeun (The Walking Dead, Okja)
- Ricardo Perez / Omni-Mass - Ogie Banks (Ultimate Spider-Man)
- Rook – Wil Wheaton (Teen Titans Go!, Star Trek: The Next Generation)
- Erika – Felicia Day (The Guild, Supernatural)
- Kane – Keith David (Adventure Time, Rick and Morty)
- Dr. C – Kate Mulgrew (Orange is the New Black, Star Trek: Voyager)
- Mr. Savic – Walter Koenig (Star Trek, Babylon 5)

Originally introduced in 1976, Stretch Armstrong was the ultimate toy –well-muscled doll that could stretch from its original size of fifteen inches to four or five feet. Netflix and Hasbro will transport viewers into a new generation of Stretch Armstrong with 26 episodes available for Netflix members worldwide beginning late 2017. *Stretch Armstrong and the Flex Fighters* is developed for television by Executive Producer and Supervising Director Victor Cook (Scooby-Doo! Mystery Incorporated) and Executive Producer/Story Editors/Head Writers Chris "Doc" Wyatt (Ultimate Spider-Man, Napoleon Dynamite) and Kevin Burke (Ultimate Spider-Man, Avengers Assemble).

About Hasbro

[Hasbro](#) (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. Hasbro ranked No. 1 on the 2017 100 Best Corporate Citizens list by *CR Magazine*, and has been named one of the World's Most Ethical Companies® by *Ethisphere Institute* for the past six years. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

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