Hasbro to Co-Develop New Gaming Experiences with Comedians Rhett & Link

June 14, 2018

Custom games, branded content, and more in the works for Hasbro and comedic influencers

PAWTUCKET, R.I.--(BUSINESS WIRE)--Jun. 14, 2018-- Today, Hasbro Inc. (NASDAQ: HAS) and the comedy duo Rhett & Link announced a multi-year relationship committed to bringing Hasbro's unique, hilarious games to life in 2018 and beyond.

The award-winning comedy duo, renowned worldwide for their scripted sketches, challenges, music videos, and most notably their long-running, highly popular YouTube comedy series *Good Mythical Morning*, have more than 21 million subscribers and have amassed more than 5 billion views on their videos since debuting on YouTube in 2006. The two launched a top-20 iTunes podcast, Ear Biscuits, and debuted a New York Times bestseller in 2017, *Rhett and Link's Book of Mythicality: A Field Guide to Curiosity, Creativity and Tomfoolery.*

To pique the interest of Rhett & Link subscribers and gaming fans alike, Hasbro and the pair will create one-of-a-kind content to launch Hasbro's new games on the duo's daily episodic YouTube series, *Good Mythical Morning*.

"We want everything we do to be original, innovative, and, of course, a lot of fun," said Link of Rhett & Link. Added Rhett, "And that's why we are beyond excited to collaborate with Hasbro. This is not a game to us – well, actually it's exactly that. Several games, in fact."

To kick off the collaboration, Rhett & Link's Mythical Crew will make a special appearance at the Hasbro Gaming booth at VidCon, the online video conference held annually in Anaheim, California from June 20th- 23rd. Additionally, Rhett & Link and the Hasbro Gaming team will have a handful of surprises onsite for VidCon attendees.

"Every year, VidCon presents us unparalleled opportunities to engage our fan bases in new, innovative ways," said Jonathan Berkowitz, senior vice president of Hasbro Gaming. "With Good Mythical Morning's robust, passionate fan base – and their love of games – we knew they'd be the perfect partners to not only help us elevate our VidCon experience, but to collaborate on Hasbro Gaming as a whole."

When it comes to this exciting new collaboration, VidCon is just the beginning. Hasbro and Rhett & Link will also join forces to co-develop and promote unique games, partner on event experiences, and more.

Stay updated on the latest Hasbro Gaming news at HasbroGaming.com, Facebook.com/HasbroGaming, @Hasbro on Instagram, and @HasbroNews on Twitter. For a glimpse into the comedic world of Rhett & Link, visit YouTube.com/rhettandlink and YouTube.com/goodmythicalmorning.

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, BABY ALIVE and MAGIC: THE GATHERING, as well as premier partner brands. Through its entertainment labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 5 on the 2018 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 seven years. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro & @HasbroNews) and Instagram (@Hasbro).

HAS-B

View source version on businesswire.com: https://www.businesswire.com/news/home/20180614005599/en/

Source: Hasbro, Inc.

Hasbro, Inc.
Crystal Flynn, 401-727-5129
Crystal.flynn@hasbro.com