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MY LITTLE PONY Hair Extensions and Accessories Now Available Nationwide

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Kidada Jones and Soho Fashions have teamed up with [Hasbro, Inc.](#) (NASDAQ: HAS) to launch a collection of MY LITTLE PONY hair extensions and accessories sold at Soho Fashions mall kiosks nationwide. Kidada Jones' expertise in beauty and hair have come together to create a line that captures the magic of the MY LITTLE PONY brand. The Kidada for MY LITTLE PONY collection features an array of MY LITTLE PONY single color and multi-colored hair extensions, cutie marks accented with crystals, iconic character hair charms and more to create the perfect stylish look. Soho Fashions trained stylists are available at each kiosk to "Ponyfy" fans with any purchase of the MY LITTLE PONY hair accessories or extensions. Fans can accessorize to look like their favorite beloved pony characters from the hit animated series, produced by Hasbro Studios, *My Little Pony: Friendship is Magic* and airing on the HUB Network.

"The Kidada for MY LITTLE PONY hair accessory is a celebration of all things pony," said Kidada Jones. "MY LITTLE PONY-inspired hair styles and hair accessories allow fans to channel their inner pony."

"We are thrilled to be able to bring the beloved and iconic MY LITTLE PONY brand to life through fashion and pop culture and provide fans of all ages, a fun and engaging ponyfied experience with the Kidada for MY LITTLE PONY hair accessories," explains Simon Waters, SVP Global Brand Licensing and Publishing for Hasbro.

Fans can visit www.mylittleponyparlor.com for kiosk locations. Shop with a friend where you'll discover that friendship and fashion are magic!

About Hasbro, Inc.

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 170 markets around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.

About Soho Fashion, Inc

[Soho Fashion, Inc](#) is a Los Angeles-based manufacturer and retailer of high end hair accessories and hair extensions. Since their inception in 1998, SOHO has expanded to include over 75 self-branded retail locations in the US, offering customers the best and latest in hair fashion. From casual to glamorous, from young to old, SOHO products adds shine to any occasion. All of their original designs are made from cast metal or lightweight molded celluloid and accented with Austrian crystal. Inspired by nature, seasons, cultures and art, their design aesthetic continues to evolve. In addition to hair accessories, SOHO offers clip-in real hair extensions and many synthetic options made from heat-resistant Futura by Kanekalon. They also hold the patents for several up-do style hair extension pieces. It is Soho Fashion's mission to enhance the beauty and style of its consumers through distinctive, high-quality hair accessories and unrivaled customer service. For more information- www.sohostyle.com.

About Kidada Jones

At a very young age, Kidada Jones found her unique style, mixing the comfortable and contemporary resulting in an eclectic, casual chic. Kidada's passion for style led her to fashion school at the Los Angeles Fashion Institute of Design &

Merchandising. Upon graduating she became lead cover stylist and contributing editor for Vibe Magazine. Capturing the attention of Tommy Hilfiger he brought her on as co-creator, inspiration and stylist to Tommy Jeans and its ad campaigns. Kidada continues to work with major consumer product brands as a marketing and branding consultant.

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