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## Hasbro Announces New York Comic Con Debut and Title Sponsorship of "NYCC Kids!"

*The Global Branded Play Company to Showcase Its Iconic Pop-Culture Properties at the Convention and Host the National BEYBLADE Championship at New York Comic Con's "NYCC Kids!"*

PAWTUCKET, R.I.--(BUSINESS WIRE)-- For the first time at New York Comic Con, [Hasbro, Inc.](#) (NASDAQ: HAS) will attend the convention at the Javits Convention Center in New York City from October 13-16 to present many of its iconic brands and meet with fans. Hasbro will have a significant booth presence featuring current and upcoming products from its [TRANSFORMERS](#), [G.I. JOE](#), [JEM AND THE HOLOGRAMS](#) and [KRE-O](#) brands and [BEYBLADE](#), [MARVEL](#) and [STAR WARS](#) lines. Additionally, Hasbro will host panels for several of its properties and action figure lines as well as offer for sale several [HasbroToyShop.com](#) special edition products made for New York Comic Con convention goers.

In addition to its booth exhibition during the main convention, Hasbro will be the title sponsor of New York Comic Con's "NYCC Kids!" taking place on Sunday, October 16. Within NYCC Kids!, Hasbro will host the National BEYBLADE Championship where semi-finalists from around the country will battle in head-to-head competition to be crowned the BEYBLADE U.S. Champion. The BEYBLADE National Championship winner will be awarded travel to the BEYBLADE World Championship, in Toronto, Canada in March 2012. A worldwide phenomenon, BEYBLADE is a battling tops game with a focus on strategy and high-performance competition. Kids collect, customize and compete head-to-head to be the last BEYBLADE top spinning. Fans can visit [www.BeybladeBattles.com](#) for additional information, official rules and kids 8-13 can register for regional qualifier events.

"Hasbro is looking forward to an exciting and substantial presence for its first ever participation in New York Comic Con," said Jeff Jackson, vice president of U.S. marketing for Hasbro. "As this show continues to grow we're thrilled to be attending this year to offer our fans the opportunity to engage with Hasbro's brands in unique ways at both the convention and NYCC Kids! events."

Hasbro's NYCC Kids! presence will also offer families the opportunity to experience its new [KRE-O TRANSFORMERS](#) line of construction toys and new [NERF VORTEX](#) line of disc blasters. More details about Hasbro's booth, panels, special edition New York Comic-Con figures and other special events at the convention will be released in the coming weeks. Hasbro will be located at booth #302. For more information about New York Comic Con and NYCC Kids!, fans and families can visit [www.NewYorkComicCon.com](#)

### About Hasbro, Inc.

[Hasbro](#) (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is [www.hubworld.com](#). The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2011 Hasbro, Inc. All Rights Reserved.

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