



June 17, 2014

## **CORRECTING and REPLACING Hasbro Revolutionizing Branded Play and Lifestyle Experiences Through Rich Storytelling Across All Entertainment Platforms**

### ***Hasbro to Showcase Global Brands at 2014 International Licensing***

LAS VEGAS--(BUSINESS WIRE)-- Eighth paragraph of release dated June 17, 2014, should read:

#### **MY LITTLE PONY**

The MY LITTLE PONY franchise remains a cherished brand worldwide by fans of all ages. Behind a successful global entertainment, licensing and retail strategy which re-launched the brand in 2010, MY LITTLE PONY has grown to represent approximately \$650 million dollars at retail across all consumer products in 2013. Its popularity is boosted by the successful hit animated series *My Little Pony Friendship is Magic*, produced by Hasbro Studios and airing in 180 territories. The series will kick off its fifth season in 2015. In 2013, Hasbro grew both the core MY LITTLE PONY segment as well as successfully launched MY LITTLE PONY EQUESTRIA GIRLS. According to NPD, for the week of Christmas (Dec 22nd to Dec 28th) Hasbro's EQUESTRIA GIRLS was the #1 selling Fashion Themed Doll in the US, taking the top spot from veteran players in the toy category. In 2014 music rules and rainbows rock as TWILIGHT SPARKLE and pals complete for the top spot in the CANTERLOT HIGH "Mane Event" talent show. The girls must rock their way to the top, and outshine rival ADAGIO DAZZLE and her band THE DAZZLINGS, to restore harmony back to CANTERLOT HIGH. Fans can rock out alongside their favorite MY LITTLE PONY EQUESTRIA GIRLS characters with colorful fashion dolls, playsets, and vehicles inspired by the new animated film set to debut this fall, *My Little Pony Equestria Girls Rainbow Rocks*.

The corrected release reads:

## **HASBRO REVOLUTIONIZING BRANDED PLAY AND LIFESTYLE EXPERIENCES THROUGH RICH STORYTELLING ACROSS ALL ENTERTAINMENT PLATFORMS**

### ***Hasbro to Showcase Global Brands at 2014 International Licensing***

[Hasbro, Inc.](#) (NASDAQ: HAS) will land at the 2014 International Licensing Expo in Las Vegas today with its premier roster of global franchise brands that underscore how the company is revolutionizing play through rich and immersive story telling platforms. The company will spotlight new and innovative products and entertainment based on key brands including TRANSFORMERS, MY LITTLE PONY, LITTLEST PET SHOP, NERF, PLAY-DOH, MAGIC: THE GATHERING and MONOPOLY. This year's showcase illustrates innovation across multiple entertainment mediums including Film, TV, Digital Shorts, Publishing and Digital Gaming which then drives innovative product across multiple categories including toy, apparel, housewares and sporting goods.

"Hasbro continues to evolve its brand franchises in new ways that bring play and lifestyle experiences to life through storytelling," said Simon Waters, Senior Vice President, Global Brand Licensing and Publishing at Hasbro. "With our Omni-screen strategy, branded storytelling across major entertainment platforms has really struck a chord with our consumers - to the tune of 8 billion impressions globally through our episodic content. We've strategically integrated narratives through our iconic characters and brands that continue to resonate worldwide."

Following are Hasbro brands that will be on display at the show:

#### **TRANSFORMERS**

The TRANSFORMERS brand celebrates the 30th Anniversary in 2014 with storytelling for fans of all ages. Strong brand momentum continues with the June 27 release of Michael Bay's TRANSFORMERS: AGE OF EXTINCTION from Paramount Pictures. The blockbuster film is supported by global licensees from New Era, Frito Lay and Oreo with global retail support from

Benetton, Walmart, Tesco and Carrefour. TRANSFORMERS merchandise will arrive on shelves as part of 20 new retail programs with 14 fashion collections and eight direct-to-retail deals with La Polar, Ripley's and St. Jacks across Latin American territories.

In addition to the silver screen entertainment, TRANSFORMERS entertainment will also land on television screens this fall, on the Hub Network in the US, with the new season premiere of *TRANSFORMERS Rescue Bots*. TRANSFORMERS fans will also be excited to learn of the new animated series, produced by Hasbro Studios, *Robots in Disguise*, in which BUMBLEBEE is summoned by OPTIMUS PRIME to save Earth from a new faction of DECEPTICONS.

More than 300 licensees will support the brand across all categories including apparel with companies like New Era Cap; and home goods bedding from Franco Mfg. Hasbro has also reached a preliminary agreement in principle to continue its party goods license with American Greetings. IDW Publishing's flagship TRANSFORMERS titles, "DARK CYBERTRON" comic issues will also be available bundled with Hasbro's TRANSFORMERS GENERATIONS Deluxe toy line. Digital entertainment by game publishers including Activision Publishing, Inc. will launch TRANSFORMERS: RISE OF THE DARK SPARK in June to coincide with release the summer blockbuster movie from Paramount Pictures. Additionally, DeNA will release TRANSFORMERS: AGE OF EXTINCTION - The Official Mobile Game and later this year Jagex Games Studio will roll out TRANSFORMERS UNIVERSE, the much anticipated, free-to-play Massively Online Tactical Action game.

Officially announced on Monday, Rovio Entertainment and Hasbro have teamed up to launch the next entertainment brand mash-up - *Angry Birds Transformers*. The Angry Birds Transformers property is preparing to "Roll Out" across multiple platforms this fall with games, animation, consumer products, promotions and more sure to delight fans of all ages.

### **MY LITTLE PONY**

The MY LITTLE PONY franchise remains a cherished brand worldwide by fans of all ages. Behind a successful global entertainment, licensing and retail strategy which re-launched the brand in 2010, MY LITTLE PONY has grown to represent approximately \$650 million dollars at retail across all consumer products in 2013. Its popularity is boosted by the successful hit animated series *My Little Pony Friendship is Magic*, produced by Hasbro Studios and airing in 180 territories. The series will kick off its fifth season in 2015. In 2013, Hasbro grew both the core MY LITTLE PONY segment as well as successfully launched MY LITTLE PONY EQUESTRIA GIRLS. According to NPD, for the week of Christmas (Dec 22nd to Dec 28th) Hasbro's EQUESTRIA GIRLS was the #1 selling Fashion Themed Doll in the US, taking the top spot from veteran players in the toy category. In 2014 music rules and rainbows rock as TWILIGHT SPARKLE and pals complete for the top spot in the CANTERLOT HIGH "Mane Event" talent show. The girls must rock their way to the top, and outshine rival ADAGIO DAZZLE and her band THE DAZZLINGS, to restore harmony back to CANTERLOT HIGH. Fans can rock out alongside their favorite MY LITTLE PONY EQUESTRIA GIRLS characters with colorful fashion dolls, playsets, and vehicles inspired by the new animated film set to debut this fall, *My Little Pony Equestria Girls Rainbow Rocks*.

The rich brand storytelling of MY LITTLE PONY and its cast of characters led to a vast array of consumer products, promotions and corresponding retail programs. McDonalds will launch MY LITTLE PONY-branded Happy Meal programs in multiple countries across the globe this year, while retailers from Build-A-Bear to Target, Walmart, Benetton, Hot Topic and Leader will support the MY LITTLE PONY brand with an array of retail programs. In addition, Hasbro has 30-plus publishing licensees worldwide producing more than 200 new publications in 2014 such as *The Journal of the Two Sisters*, *The Daring Do Adventure Collection*, and the *Friendship is Magic Collectible Poster Book* published by Little, Brown Books for Young Readers.

On the digital front, Gameloft will continue to deliver new ways to play the MY LITTLE PONY game with fresh entertainment themed updates throughout 2014. The MY LITTLE PONY and MY LITTLE PONY Equestria Girls brand will also see direct-to-retail support with programs launching throughout Latin America at retailers including St. Jacks, Walmart, Ripley's, La Polar and Exito.

### **LITTLEST PET SHOP**

The LITTLEST PET SHOP brand continues to build a strong following, with expanding distribution and growing global audiences of the popular LITTLEST PET SHOP animated television series, produced by Hasbro Studios. The show is entering its second season across Europe, with Latin America following in Q4, and with Season 3 currently airing on the HUB Network in the US and on-deck for Europe in early 2015.

Leveraging fans' interest in the collectability of the pets, Hasbro has taken that appeal to the next level with products that allow girls to design their own LITTLEST PET SHOP world, their way, with customizable style sets, figurines and over 140 new pets inspired by the animated series. Customization will also be front-and-center in this summer's new LITTLEST PET SHOP Your World integrated play app, which allows fans to bring their pet to life digitally by scanning the code included on each regular scale pet in the line. Fans can accessorize their pets and rooms of their pet shop and can also play a variety of fun activities and mini-games.

The brand will continue to turn pages with traditional publishers such as IDW, with plans to expand the new LITTLEST PET

SHOP comic book series which launched in May 2014. Scholastic will continue the release of the first entertainment-based chapter book series. Additionally, the brand has expanded their existing publishing footprint in Europe with six new licensees signed on in 2014.

In Latin America, LITTLEST PET SHOP will see expanded reach with branded apparel and sporting goods through direct-to-retail deals with Ripley's and St. Jacks, as well as first-time ever regional QSR deals with Habib's and Popsy. Globally, fans can catch their favorite pets with a new Happy Meal program in many key markets with McDonald's this year.

## **NERF**

Forty-five years after the original NERF Foam Ball revolutionized the world of play, the NERF brand isn't even close to calling the game. The NERF brand introduces a number of incredible blaster firsts inspired by its passionate fan base and a drive for continuous innovation. With a strong focus on improved power, speed, distance and accuracy, the 2014 N-STRIKE ELITE line delivers the performance and excitement that NERF fans have come to expect since the brand began in 1969 -- It's NERF or Nothin'! Driving the momentum behind the No. 1 blaster property, Hasbro is working with its strategic licensees to creatively reach consumers with innovative licensed goods and experiences on a variety of levels. Inspired by current pop culture trends and based on insight from girls, the NERF REBELLE brand is designed to empower players with confidence, high performance action and a stylish edge and targeting key strategic categories to leverage the lifestyle expansion of the brand. Furry NERF fans will also see the NERF Dog line expand around the world featuring a variety of new fetch and retrieve toys. In addition, Hasbro will look to broaden its experiential NERF mall program in the U.S. and Europe.

## **PLAY-DOH**

For over 50 years, the PLAY-DOH branded modeling compound has become a classic brand for kids of all ages in homes and schools around the globe encouraging colorful, creative play. The iconic modeling compound has been a childhood rite of passage and is responsible for 'molding' creative minds of millions of young artists and sculptors. Licensing continues to expand in 2014 with Hasbro reaching an agreement with Cencosud, a Chilean multinational retailer, to deliver a broad range of PLAY-DOH arts and crafts products including crayons, coloring pencils finger paints and stationary sets along with creative, entertaining, and educational books from Silver Dolphin. The fun with further extend as the PLAY-DOH brand introduces the DOHVINCI art and design kits, an entirely new art experience featuring an all-new design compound and innovative Styler tool for kids 6-14. Creativity will pop off the page as kids create their own 3D art designs with this highly intuitive and unique creative experience. Pop your favorite color into the Styler and squeeze to easily create your own beautiful 3D art design that sticks to surfaces such as wood, glass, paper and more.

## **MAGIC: THE GATHERING**

Hasbro's MAGIC: THE GATHERING now has a following of more than 20 million players and fans worldwide. The best strategy game ever and Hasbro's number one game brand is supported by a unique blend of digital game play and face-to-face play opportunities in more than 6,800 hobby game stores around the world, offering a robust gaming experience for its global community of passionate fans. The brand is also supported by a range of entertainment experiences with books, comics and now film. Twentieth Century Fox and Hasbro are joining forces to develop a series of films based on the fantasy property and its endless worlds, characters and mythology. Licensing will continue to expand as Arca will be selling a broad range of MAGIC: THE GATHERING apparel on line and at specialty retailers and Funko is launching the MAGIC: THE GATHERING Planeswalker figures for their popular Pop! Vinyl Figures and new Legacy Collection Action Figures lines.

## **MONOPOLY**

A perennial favorite in the family chest, the MONOPOLY game has been played by more than one billion people in 111 countries around the world and touts more than 11.4 million global Facebook fans. Given its popularity, Hasbro and its licensees continue to deliver experiences to fit every lifestyle. The MONOPOLY brand will also return to McDonald's in over 20 countries worldwide. The MONOPOLY brand grew its presence in grocery aisles this spring by expanding its "MONOPOLY'S loyalty program, "Shop. Play. Win." at Albertsons grocery stores throughout the US. The brand continues to soar as the No. 1 licensed lottery game in the world as evidenced by the Multi-State Lottery Association (MUSL) announced that member lotteries are slated to launch a highly anticipated new national premium game later this year -- MONOPOLY Millionaires' Club.

## **About Hasbro**

[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 180 territories 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](http://www.hasbro.com).

© 2014 Hasbro, Inc. All Rights Reserved

HAS-LIC

Media Contacts:

Hasbro

Pat Jarret, 401-727-5896

[pjarret@hasbro.com](mailto:pjarret@hasbro.com)

or

Foghorn PR

Shelly Eckenroth, 717-852-7060

[seckenroth@foghornpr.com](mailto:seckenroth@foghornpr.com)

or

Mary Leddy, 508-872-3369

[mleddy@foghornpr.com](mailto:mleddy@foghornpr.com)

Source: Hasbro, Inc.

News Provided by Acquire Media