



June 11, 2012

## **Hasbro Film, Television Programming and Licensed Merchandise Driving Global Retail Growth**

LAS VEGAS--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ: HAS) is set to arrive at the 2012 International Licensing Expo in Las Vegas on June 12 to showcase its global mega brands, including TRANSFORMERS, NERF, MY LITTLE PONY, LITTLEST PET SHOP, MONOPOLY, PLAYSKOOL and G.I. JOE. Ranked as a top 10 global licensor based on annual retail sales, Hasbro is continuing to expand its worldwide licensing programs, invest in resources and talent and generate incremental revenues from merchandise, digital gaming, box office and television programming.

"Hasbro continues to accelerate its retail footprint based on highly innovative and on-trend licensed merchandise and supporting programs that resonate with today's global consumer," said Simon Waters, Senior Vice President, Global Brand Licensing and Publishing at Hasbro. "Our track record and relationships with retailers and licensees worldwide has positioned the company to become the preeminent provider of immersive lifestyle brand experiences for the entire family."

This year's show lineup underscores Hasbro's global momentum at retail through key licensing categories including apparel, publishing, consumer electronics, digital gaming, home, food, and toys. Brands such as BATTLESHIP, TRANSFORMERS, MY LITTLE PONY and LITTLEST PET SHOP are also anchored by major motion picture releases as well as hit television programming created by Hasbro Studios and broadcast on more than 30 networks in more than 160 countries.

### **TRANSFORMERS**

Hasbro's iconic TRANSFORMERS brand has become one of the most successful entertainment franchises of the 21st century and features the heroic AUTOBOTS and the villainous DECEPTICONS engaged in an epic battle on multiple story telling platforms including film, television, digital gaming, publishing and theme parks. Hasbro provides its broad TRANSFORMERS fan base with high value, age-appropriate merchandise including digital gaming, toys, apparel, sporting goods and more.

### **MY LITTLE PONY**

The MY LITTLE PONY franchise continues to be a worldwide favorite with fans of all ages, largely fueled by the global popularity of the MY LITTLE PONY: *FRIENDSHIP IS MAGIC* animated series which airs in more than 160 countries and is also available on iTunes as well as Netflix. The extensive merchandising program reaches across all major categories including apparel, publishing, toys and accessories.

### **LITTLEST PET SHOP**

Ranked as one of the toy industry's top brands for girls as well as one of the hottest lifestyle properties, the demand for LITTLEST PET SHOP remains strong in 2012 with licensed products in more than 20 categories, including apparel, accessories, publishing and domestics. The momentum will continue to roll throughout the year as tween girls eagerly await the launch of the new Hasbro Studio animated comedy series that centers on the life of a fun-loving, human character, Blythe and the adventures of the pets that she cares for at the LITTLEST PET SHOP. The series is slated to premiere later this year in the U.S., with expected international expansion to follow.

### **NERF**

Hasbro continues to expand its NERF franchise through targeted social media campaigns, cutting-edge technology and captivating competitive events. With more than 60 licensees signed on, the No. 1 blaster property will expand its presence in a host of licensing categories, including sporting goods, electronics, accessories and apparel. The NERF brand provides fans with the ultimate in exciting, high-action gear for competitive play with key collaborations such as the Nike and NBA All-Star Kevin Durant program, as well as the edgy fashion statements created by Second Chance and No Fear in Europe.

### **About Hasbro**

[Hasbro, Inc.](#) (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, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with 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 Company's Hasbro Studios develops and produces television programming for markets around the world. The Hub TV Network is part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), in the U.S. 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).

© 2012 Hasbro, Inc. All Rights Reserved

HAS-LIC

*Editors' Note: Licensor ranking based on License Global! Top 125 Global Licensors, May 2012.*

Hasbro  
Paula Walsh, 401-727-5669  
[pjwalsh@hasbro.com](mailto:pjwalsh@hasbro.com)  
or  
Foghorn PR  
Shelly Eckenroth, 717-852-7060  
[seckenroth@foghornpr.com](mailto:seckenroth@foghornpr.com)  
or  
Foghorn PR  
Mary Leddy, 508-872-3369  
[mleddy@foghornpr.com](mailto:mleddy@foghornpr.com)

Source: Hasbro, Inc.

News Provided by Acquire Media