July 9, 2012

Hasbro Returns to Comic-Con International to Showcase Its Iconic Pop-Culture Brands

The Branded Play Company Continues to be the Premiere Destination for fans of Giant Robots, Super Heroes, Intergalactic Battles, Magical Ponies and More at Comic-Con in San Diego

PAWTUCKET, R.I.--(BUSINESS WIRE)-- With globally renowned brands including TRANSFORMERS, MY LITTLE PONY, JEM AND THE HOLOGRAMS, KRE-O and G.I. JOE as well as licensed toy lines for MARVEL, *STAR WARS*, SESAME STREET and *STAR TREK*, few exhibitors at Comic-Con International in San Diego can boast the pedigree of properties so significant to the heritage of the popular arts than Hasbro. To celebrate these brands, which span comics, animation, action figures, blockbuster movies and additional entertainment experiences, Hasbro, Inc. (NASDAQ: HAS) will deliver an unprecedented lineup of panels, autograph sessions, special edition toys and more that surpasses anything in its past history at the show. The fan communities of these properties are among the most passionate and dedicated in the world and Hasbro will deliver a tremendous experience tailored specifically for them and all convention goers based on the rich Hasbro portfolio of characters, stories and products.

The Terrorcon Cliffjumper figure, based on the hit Transformers Prime animated series from Hasbro Studios, is one of several special edition toys Hasbro will offer at Comic-Con International in San Diego. (Photo: Business Wire)

Over the years Hasbro has become a Comic-Con International mainstay and its booth remains one of the most popular at the convention. With one of the largest presences at the show, the Company continues to grow its broad range of opportunities for fans spanning Hasbro, HasbroToyShop.com, WIZARDS OF THE COAST, Hasbro Studios and The Hub TV Network and more as Comic-Con continues to expand. Hasbro will deliver unique experiences for attendees, pulling in the creative talent behind its biggest pop culture properties and licensed toy lines including custom displays for its latest toys and action figures.

"Hasbro looks forward to Comic-Con International in San Diego every year," said John Frascotti, chief marketing officer, Hasbro, Inc. "Connecting with our most passionate fans is extremely important to us and we're thrilled to offer an incredible line up of special edition collectibles, panels and opportunities to meet the talent behind our remarkable brands like TRANSFORMERS, MY LITTLE PONY and G.I. JOE that have become synonymous with the popular arts."

The following features highlights of activities across Hasbro brands and licensed properties to be showcased in the Hasbro booth (#3213) and around the convention.

G.I. JOE

From action figures and animated series to movie and video games, the G.I. JOE brand from Hasbro has been an enduring pop culture icon for generations of fans. At Comic-Con, the Hasbro booth will provide G.I. JOE enthusiasts with an up close look at the entire upcoming G.I. JOE: RETALIATION line including newly announced items revealed at the G.I. JOE convention as well as the recently announced G.I. JOE MICRO FORCE line. The Hasbro booth at Comic-Con will be an opportunity for fans to see them in person before they hit shelves in the spring of 2013. The *G.I. JOE: RETALIATION* movie from Paramount Pictures is scheduled to hit theaters on March 29th, 2013 in 3D and stars Dwayne Johnson, Channing Tatum, Bruce Willis, Adrianne Palicki and more. As G.I. JOE fans know (and knowing is half the battle), the vehicles and costumes featured in the G.I. JOE vs. COBRA saga are just as important as the characters. As a special opportunity for fans, Hasbro will have props from the movie on display including the FIREFLY character's motorcycle and the COBRA COMMANDER character's iconic helmet.

Hasbro and the G.I. JOE publishers at IDW will also be celebrating the ongoing legacy and heritage of G.I. JOE comics by welcoming G.I. JOE comics legend, Larry Hama to its booth for an autograph session on Saturday, July 14 from 1:00-2:00pm. Tickets for the autograph session will be available at the Hasbro booth on Saturday morning beginning at 9:00am and G.I. JOE comics are available for purchase at the IDW booth (#2643).

KAIJUDO: RISE OF THE DUEL MASTERS™

Produced by Hasbro Studios and currently airing on The Hub TV Network in the U.S., *KAIJUDO: RISE OF THE DUEL MASTERS*™ is a new animated action-fantasy series based on the popular trading card game from WIZARDS OF THE COAST, a Hasbro subsidiary. The WIZARDS OF THE COAST booth (#3249) will be dedicated to this new property at Comic-Con for fans to experience throughout the show. Hasbro will welcome voice talent from the show including, Scott Wolf the voice of RAY, David Sobolov the voice of TATSURION THE UNCHAINED (a.k.a. "Bob"), Phil Lamar the voice of GABE and Kari Wahlgreen the voice of ALLIE to its booth on Saturday, July 14 from 11:00am-12:00pm. Tickets for the autograph session will be available at the Hasbro booth on Saturday morning beginning at 9:00am while supplies last. The special guests will be signing special edition *KAIJUDO: RISE OF THE DUEL MASTERS*™ posters featuring their characters from the new animated series. Hasbro will also host a giveaway of limited edition *KAIJUDO: RISE OF THE DUEL MASTERS* ™ posters on Sunday, July 15 from 9:00-10:00am in the Hasbro booth while supplies last.

KRE-O

At Comic-Con, the KRE-O brand from Hasbro boldly goes where no one has gone before. Based on the upcoming *STAR TREK* sequel from Paramount Pictures and directed by J.J. Abrams, the KRE-O *STAR TREK* line, under license from CBS Consumer Products, features a variety of vehicles from the movie along with fun KREON figures based on iconic *STAR TREK* characters. Fans will be able to see the KRE-O *STAR TREK U.S.S. ENTERPRISE* set and select KREON figures for the first time in person at the Hasbro Comic-Con booth beginning on Preview Night, July 11.

In a groundbreaking move for entertainment based building sets, Hasbro teamed up with J.J. Abrams, director of the upcoming *STAR TREK* sequel, to create a KRE-O *STAR TREK* stop motion digital short. The digital short, produced by Bad Robot, features icons of the *STAR TREK* saga in a stand-alone storyline and will premiere at a later date in partnership with Paramount Pictures. Fans can view a teaser trailer now on the KRE-O brand Youtube channel at www.Youtube.com/KREO or at the convention in the Hasbro booth.

STAR TREK will mark the third major entertainment property to be featured in the KRE-O line. Hasbro successfully introduced the KRE-O brand in 2011 with building sets featuring its globally popular TRANSFORMERS characters and in 2012 introduced the KRE-O BATTLESHIP line. New KRE-O BATTLESHIP and KRE-O TRANSFORMERS sets will be on display in the Hasbro booth including never before seen KRE-O TRANSFORMERS expressions: KRE-O TRANSFORMERS MICROCHANGERS and KRE-O TRANSFORMERS MICROCHANGERS COMBINERS. Fans won't want to miss these new reveals as well a chance to snap a photo with KRE-O character statues including TRANSFORMERS BUMBLEBEE, a BATTLESHIP ALIEN and *STAR TREK* CAPTAIN KIRK all in their unique KREON expressions! Fans will also want to get their hands on a special edition KRE-O BATTLESHIP BATTLE-BOAT building set sample pack which will be distributed at various times throughout the show while supplies last.

MARVEL

In a banner year for MARVEL Super Heroes, Hasbro, home of the master MARVEL toy license, will be celebrating its MARVEL'S THE AVENGERS and THE AMAZING SPIDER-MAN toy lines in support of the two massive blockbusters as well its wildly popular MARVEL UNIVERSE and MARVEL LEGENDS collector lines.

Fans of the MARVEL UNIVERSE, MARVEL LEGENDS and other MARVEL action figure lines will want to check out the Hasbro booth for a comprehensive look at the extensive line-up of 2012 toys as well as new, upcoming figures revealed for the first time following the Hasbro MARVEL panel taking place on Saturday at 4:00-5:00pm. Attendees will also get to "assemble" and be "amazing" in the Hasbro booth where they can pose as their own action figure in either an *AVENGERS* or *AMAZING SPIDER-MAN* 'life-sized' MARVEL blister card package!

Visitors will also see something brand new for 2012 as Hasbro showcases its new MARVEL BONKAZONKS stunt battling game line in a unique display. With over one hundred BONKAZONKS figures to collect in 2012, this new stunt battling expression where kids "Flick, Stack, Spin and Attack" their way to victory is a highly collectible and unique way to play with MARVEL Super Heroes! Fans can visit www.BONKAZONKS.com for more information about the new game and to battle with BONKAZONKS online.

MY LITTLE PONY

The MY LITTLE PONY brand, a pop-culture phenomenon from Hasbro, gallops into Comic-Con in 2012 with a hit animated series, new toys and an extensive line of licensed goods. Featuring a unique sense of humor, memorable characters and endearing stories about the power of friendship, the *MY LITTLE PONY FRIENDSHIP IS MAGIC* animated series, produced by Hasbro Studios and airing on The Hub in the U.S., has amassed a fan following as varied as the ponies of PONYVILLE. Comic-Con attendees will be able to snap photos of a life-sized PINKIE PIE character statue, gaze at a giant MY LITTLE PONY cast mural emblazoned on an entire wall within the Hasbro booth and get a look at an extensive line-up of current MY LITTLE PONY toys, licensed apparel and more. The MY LITTLE PONY brand will also unveil the winning design from its "Design a MY LITTLE PONY" contest with the winning figure on display beginning on Preview Night.

To transport fans to and from the convention in style, The Hub will transform the interior and exterior of one car of the San Diego trolley system to create a magical *MY LITTLE PONY FRIENDSHIP IS MAGIC* experience showcasing some of the series' characters. The train will be styled as the Friendship Express train, which is featured in the popular animated series. The Hub is also unveiling the "My Little Pony Friendship is Magic" themed, 8-bit "Adventure Pony" game on Hubworld.com; visitors to the network's Comic-Con headquarters at popular eatery The Broken Yolk will receive a secret code to gain exclusive access to game.

As a very special experience for fans, Hasbro welcomes several voice actors behind many of the most popular ponies and a story editor from the *MY LITTLE PONY FRIENDSHIP IS MAGIC* series for an autograph signing session. Andrea Libman, voice of PINKIE PIE and FLUTTERSHY; Tabitha St. Germain, voice of RARITY; Tara Strong, voice of TWILIGHT SPARKLE; Cathy Weseluck, voice of SPIKE; and story editor Meghan McCarthy, will sign *MY LITTLE PONY FRIENDSHIP IS MAGIC* keepsakes in the Hasbro booth from 3:00-4:00pm on Friday, July 12. Tickets are required for the session and will be distributed beginning at 9:00am on Friday in the Hasbro booth while supplies last.

SESAME STREET

Superheroes abound at Comic-Con every year but not all are the same. Some are strong, some are fast, some are...blue, fuzzy and use their powers of observation to solve problems! Hasbro and its PLAYSKOOL brand are excited to celebrate the upcoming launch of its FLYING SUPER GROVER 2.0 toy. Eric Jacobson, the man behind Super Grover 2.0, will be available for a special autograph session on Thursday, July 12 from 9:30-10:30am in the Hasbro booth. Lucky fans will have the chance to meet Eric for an autograph and pose for a picture with Super Grover 2.0. Tickets for the session will be distributed in the Hasbro booth on Wednesday, July 11 during Preview Night while supplies last (a ticket is required to participate). FLYING SUPER GROVER 2.0 is one of the most talked about preschool toys for the upcoming holiday season and comes to life when kids pick him up and "fly" him around the room. His arms will rise as if he's flying and he will let children know whether he's "Going up" or "Going down!"

STAR WARS

The Force is strong with Hasbro at Comic-Con International as the Company celebrates the recent launch of its popular STAR WARS FIGHTER PODS toy line, new action figures, the epic Course of the Force Lightsaber relay and more! To celebrate the highly collectible STAR WARS FIGHTER PODS line, visitors to the Hasbro booth will be able to pose in front of a unique display featuring DARTH VADER and CHEWBACCA statues in their ‘Micro Heroes, Mega Battles' FIGHTER PODS expression as well as a massive FIGHTER POD in the shape of a DEATH STAR filled with thousands of figures from the new line. Additionally, in what is becoming a Comic-Con tradition for Hasbro, fans of the traditional action figure lines will be able to step inside a ‘life-size' DARTH VADER RETURN OF THE JEDI blister card package and pose as their own action figure. Hasbro will be sampling STAR WARS FIGHTER PODS blind bags featuring one FIGHTER PODS figure and one "Pod" which will be distributed at various times throughout the show to fans while supplies last.

STAR WARS collectors will want to visit the Hasbro booth to get a sneak peak at current and upcoming toys in its MOVIE HEROES, CLONE WARS, VINTAGE, and FIGHTER PODS action figure lines. Fans won't want to miss these reveals as well as a look at the extensive line of STAR WARS vehicle toys and roleplay items to act out the intergalactic saga including ELECTRONIC MASKS, ULTIMATE FX LIGHTSABERS and more.

However, as STAR WARS fans know, the ULTIMATE FX LIGHTSABER can't be contained in the Hasbro booth alone. The ‘elegant weapon' will be featured in the Course of the Force, an Olympic-style Lightsaber relay presented by LucasFilm and Nerdist, taking place in the days leading up to Comic-Con, where participants will make a journey from Santa Monica to San Diego. Participants will hand off a custom Hasbro STAR WARS ULTMATE FX LIGHTSABER, the official Lightsaber of the Course of the Force, to the next runner as they begin their leg of the journey. Hasbro will welcome Ashley Eckstein voice of *Ahsoka Tano in STAR WARS THE CLONE WARS* and of the *STAR WARS* Course of the Force to its booth for an autograph session on Sunday, July 15 from 2:30-3:30pm in celebration of the epic Lightsaber relay where she will sign special Course of the Force photos for lucky fans. Tickets are required for participation and will be distributed in the Hasbro booth beginning at 9:00am on Sunday while supplies last.

TRANSFORMERS

The astoundingly prolific TRANSFORMERS brand from Hasbro will have an equally impressive presence at Comic-Con. From action figures to video games, animated series to comics, the TRANSFORMERS brand in 2012 offers an exciting lineup of new takes on the pop-culture powerhouse that is truly "MORE THAN MEETS THE EYE." Hasbro will present the perennially popular TRANSFORMERS brand panel on Friday at 1:30pm where never before seen action figures from across the TRANSFORMERS PRIME, GENERATIONS, BOTSHOTS, KRE-O and RESCUEBOTS expressions will be unveiled. Newly revealed action figures in this presentation will be featured in the Hasbro booth display cases following the panel. Beyond the news-packed panel, Hasbro is delivering all of the new ways to experience the TRANSFORMERS brand in 2012 to Comic-Con with a lineup of events as diverse at the TRANSFORMERS characters themselves!

TRANSFORMERS PRIME

Towering over all of Comic-Con and the Hasbro booth is a 17-foot tall OPTIMUS PRIME statue in the styling of the TRANSFOMERS PRIME animated series — and he has a lot to celebrate. The hit animated series produced by Hasbro Studios currently airing on The Hub in the U.S. recently wrapped its second season for which it won two 2012 Daytime Emmy© Awards, for a total of four since it first premiered in 2010. Hasbro also "rolled out" an extensive line of action figures based on the series and fans will be able to see the full 2012 lineup of TRANSFORMERS PRIME figures in both robot and vehicle mode in an extensive booth presentation including an intricate TRANSFORMERS PRIME diorama featuring space bridges, VEHICONS and more! Plus, Hasbro will distribute samples of TRANSFORMERS PRIME CYBERVERSE Legion Scale figures to convention goers in the Hasbro booth at various times throughout the show, while supplies last. Fans of the series and the iconic voice of OPTIMUS PRIME won't want to miss the "OPTIMUS PRIME: Up Close and Personal" panel on Friday, July 13 at 6:00pm, presented by Hasbro Studios and The Hub TV Network where Larry King, one of the most recognized broadcast interviewers in the world, salutes legendary OPTIMUS PRIME voice actor, Peter Cullen, in an exclusive one-on-one interview.

TRANSFORMERS RESCUE BOTS

TRANSFORMERS RESCUEBOTS, a new animated series from Hasbro Studios and toy line for younger TRANSFORMERS fans, celebrates its first Comic-Con by offering attendees the chance to meet HEATWAVE, one of the series' characters in the Hasbro booth. The HEATWAVE costume character will be in the booth as well as at "The Hub Headquarters at the Broken Yolk" at various times throughout the convention. The *TRANSFORMERS RESCUE BOTS* series, currently in its first season, airs on The Hub in the U.S.

TRANSFORMERS: THE RIDE-3D

The TRANSFORMERS brand also saw the opening of its very first thrill ride in the U.S. in 2012 with the recent launch of TRANSFORMERS: The Ride-3D at Universal Studios Hollywood. To celebrate the ride at Comic-Con, fans will have the chance to receive limited edition TRANSFORMERS: The Ride-3D commemorative launch posters beginning at 6:00pm in the Hasbro booth while supplies last.

TRANSFORMERS: FALL OF CYBERTRON

In celebration of the upcoming, highly anticipated and critically heralded *TRANSFORMERS: Fall of Cybertron* video game from Activision, available August 21, 2012, Hasbro will welcome game designers to the Hasbro booth at 10:00am on Friday, July 13 to present a look at game play. Action figures based on the CYBERTRONIAN style of the video game (and featured in the brand's GENERATIONS line) will be on display in the Hasbro booth. For an in-depth *TRANSFORMERS: Fall of Cybertron* video game experience, fans will also want to check out the Activision booth (#5344).

TRANSFORMERS COMICS

To wrap up Comic-Con in 2012, the TRANSFORMERS brand goes back to the convention's roots and welcomes amazing talent behind two popular comic series from IDW based on the TRANSFORMERS brand. **Chris Metzen** (writer) and **Livio Ramondelli** (artist) from the TRANSFORMERS AUTOCRACY series and **John Barber** (writer) and **Andrew Griffith** (artist) from the TRANSFORMERS: ROBOTS IN DISGUISE series will be signing autographs from 1:00-2:00pm on Sunday in the Hasbro booth. (TRANSFORMERS comics will be available for purchase in the IDW booth, #2643). Tickets are required for the session and will be distributed beginning at 9:00am on Sunday in the Hasbro booth while supplies last.

AUTOGRAPH SESSIONS, SPECIAL EDITION GIVEAWAYS & EVENTS IN THE HASBRO BOOTH:

Hasbro will offer more events in its booth than ever before. Fans should check the schedule in the Hasbro booth each day for these events and more including Hasbro Global Design team digital sculpting demos, brand experts staffing their areas and costume character photo ops. The following is a list of scheduled highlights.

Wednesday, July 11

- **6:00—7:00pm**: ***TRANSFORMERS: The Ride-3D*** limited edition poster giveaway (while supplies last).

Thursday, July 12

- **9:30-10:30am**: Autograph session with **Eric Jacobson**, the man behind **Sesame Street's Super Grover 2.0** character and photo op with Super Grover 2.0. Tickets are required for participation and will be distributed in the Hasbro booth on Wednesday, July 11 during Preview Night (while supplies last).

Friday, July 13

- **10:00-10:30pm: *TRANSFORMERS: FALL OF CYBERTRON*** and ***TRANSFORMERS PRIME*** video game demos by **Activision**.
- **3:00-4:00pm**: ***MY LITTLE PONY FRIENDSHIP IS MAGIC*** animated series autograph session with **Andrea Libman**, voice of PINKIE PIE and FLUTTERSHY; **Tabitha St. Germain**, voice of RARITY; **Tara Strong**, voice of TWILIGHT SPARKLE; **Cathy Weseluck**, voice of SPIKE; and story editor, **Meghan McCarthy**. Tickets are required for participation and will be distributed in the Hasbro booth beginning at 9:00am on Friday (while supplies last).

Saturday, July 14

- **11:00-12:00pm**: ***KAIJUDO: RISE OF THE DUEL MASTERS™*** autograph session with voice talent including, **Scott Wolf** the voice of RAY; **David Sobolov** the voice of TATSURION THE UNCHAINED (a.k.a. "Bob"); **Phil Lamar** the voice of GABE; and Kari Wahlgreen the voice of ALLIE to its booth. Tickets are required for participation and will be distributed in the Hasbro booth beginning at 9:00am on Saturday (while supplies last). The featured guests will sign special edition *KAIJUDO: RISE OF THE DUEL MASTERS* ™ posters provided by Hasbro Studios featuring their characters from the new animated series airing on The Hub.
- **1:00-2:00pm**: **G.I. JOE IDW Comics** autograph session with legendary writer **Larry Hama** (***G.I. JOE: A REAL AMERICAN HERO*** IDW comics). Tickets are required for participation and will be distributed in the Hasbro booth on beginning at 9:00am on Saturday (while supplies last). G.I. JOE comics are available for purchase at the IDW booth (#2643).

Sunday, July 15

- **9:00-10:00am**: *KAIJUDO: RISE OF THE DUEL MASTERS™* special edition poster giveaway
- **1:00-2:00pm: TRANSFORMERS IDW Comics** autograph session with writer **Chris Metzen** and artist **Livio Ramondelli** from the ***TRANSFORMERS AUTOCRACY*** series and writer **John Barber** and artist **Andrew Griffith** from the ***TRANSFORMERS: ROBOTS IN DISGUISE*** series will be signing copies of these comics (available for purchase in the IDW booth #2643). Tickets are required for participation and will be distributed in the Hasbro booth beginning at 9:00am on Sunday (while supplies last).
- **2:30-3:30pm:** Autograph session with **Ashley Eckstein voice of *AHSOKA TANO in STAR WARS THE CLONE WARS*** and of the ***STAR WARS* Course of the Force.** Ashley will be signing special Course of the Force photos for fans. Tickets are required for participation and will be distributed in the Hasbro booth beginning at 9:00am on Sunday (while supplies last).

Special Edition Giveaways

Throughout the convention, Hasbro will offer fans the opportunity to get their hands on a variety of special edition giveaways and samples of its latest and greatest toy lines. Check the Hasbro booth for a list of times when the following and more will be distributed to fans while supplies last:

- *KAIJUDO: RISE OF THE DUEL MASTERS™* Special Edition Posters
- KRE-O BATTLESHIP BATTLE BOAT Building Set Special Edition Sample Pack
- KRE-O BATTLESHIP Special Edition posters and coupons
- MARVEL BONKAZONKS Online Game Codes
- *MY LITTLE PONY FRIENDSHIP IS MAGIC* "DESIGN A PONY" Contest Posters
- *MY LITTLE PONY FRIENDSHIP IS MAGIC* Trading Cards
- *STAR WARS* FIGHTER PODS Sample Pack (featuring one figure and one "Pod")

- *STAR TREK* CBS Consumer Products Special Edition Postcards
- TRANSFORMERS PRIME CYBERVERSE LEGION Scale Figures (assorted characters)
- TRANSFORMERS: THE RIDE-3D Limited Edition Posters

All scheduled appearances and giveaways are subject to change without notice.

PANELS

Every year Hasbro offers an exciting lineup of panels to give fans an inside look at its brands at Comic-Con. In 2012 Hasbro, in conjunction with strategic partners, will present the following panels:

IDW & Hasbro; Thursday, July 12 at 10:00-11:00am in Room 9

Join IDW Senior Editor **John Barber** (*Transformers: Robots in Disguise*), editor **Carlos Guzman**, and Hasbro's Director of Global Publishing **Michael Kelly** as they reveal secrets and upcoming plans for *Transformers, G.I. Joe, Dungeons & Dragons, Magic: The Gathering*, and more! A new *Transformers* series will be announced—as will a new license! All this and special guests **Larry Hama** (*G.I. Joe: A Real American Hero*), **Chris Metzen** (*Transformers: Autocracy*), **Flint Dille** (*Transformers: Autocracy*), **Livio Ramondelli** (*Transformers: Autocracy*), **Andrew Griffith** (*Transformers: Robots in Disguise*), **Brendan Cahill** (*Transformers: Robots in Disguise*), **Mike Costa** (*G.I. Joe: Cobra*) and surprise guests!

Hasbro: TRANSFORMERS Brand; Thursday, July 12 at 1:30-2:30pm in Room 24ABC

Aaron Archer (Vice President, Hasbro Design) and **Jerry Jivoin** (Director, Global TRANSFORMERS Brand) discuss the hottest TRANSFORMERS topics including the *TRANSFORMERS PRIME* and *TRANSFORMERS RESCUE BOTS* TV series, action figures, videogames, comics, theme park rides and more. Attendees will also get sneak peeks of upcoming action figures and brand news. Jerry and Aaron will also host some Q+A for your burning TRANSFORMERS questions.

Hasbro Studios & The Hub: *MY LITTLE PONY FRIENDSHIP IS MAGIC*; Friday, July 13 at 10:00-11:00am in Room: 23ABC

Join special guests from Hasbro Studios and The Hub TV Network's MY LITTLE PONY FRIENDSHIP IS MAGIC as they share details of the making of the animated series and how the "friendship" and "magic" are brought to life. Fans won't want to miss it! Also includes Q&A time.

Hasbro: *STAR WARS* Action Figures; Friday, July 13 at 11:00-12:00pm in Room 7AB

Derryl DePriest (VP, Global Brand Marketing, Hasbro), **Jeff Labovitz** (Director, Global Brand Marketing, Hasbro), **Brian Merten** (Sr. Manager, Product Design, Hasbro), **Adam Pagano** (Sr. Art Director, Hasbro) and **Erik Arana** (Star Wars Product Designer, Hasbro) discuss the popular Hasbro Star Wars line. Attendees will also get a sneak peek of upcoming, never before seen items. There will also be some Q+A for burning Star Wars action figure questions.

Hasbro Studios & The Hub: "OPTIMUS PRIME: Up Close and Personal"; Friday, July 13 at 6:00-7:00pm in Room 23ABC

The incomparable **Larry King**, one of the most recognized broadcast interviewers in the world, goes one-on-one with voice actor **Peter Cullen** (OPTIMUS PRIME), a talent who is practically synonymous with Comic-Con itself**.** In this panel, "The King of Interviews" salutes the beloved Cullen and takes attendees through the actor's early days on the original 1984 animated *TRANSFORMERS* TV series, the three box office smash *TRANSFORMERS* movies, and his current work on The Hub TV network's Daytime Emmy® Award-winning animated series *TRANSFORMERS PRIME* from Hasbro Studios. Audience Q&A to follow.

Hasbro Studios & The Hub: "The Making of KAIJUDO™"; Friday, July 13 at 7:00-8:00pm in Room 24ABC

From Hasbro Studios comes a new animated TV series — *KAIJUDO: RISE OF THE DUEL MASTERS™*, seen on The Hub TV Network. Join the cast, including **Scott Wolf** (″V″), **David Sobolov** ("Beast Wars: TRANSFORMERS″) and panel moderator **Phil LaMarr** ("Futurama") as well as the Hasbro Studios production team and the R&D team from Wizards of the Coast for a conversation on how they brought the popular KAIJUDO™ trading card game to life in this fantastical new series.

Activision: *TRANSFORMERS: Fall of Cybertron* Voice Talent; Saturday, July 14 at 10:00-11:00am in Room 24ABC

Legendary TRANSFORMERS voice talent and game experts at developer High Moon Studios will come together in one epic

panel to discuss their roles in the upcoming Activision video game, *TRANSFORMERS: Fall of Cybertron*. The panel will feature **Peter Cullen**, voice of OPTIMUS PRIME, **Gregg Berger**, voice of *GRIMLOCK*, **Nolan North**, voice of *CLIFFJUMPER and BRUTICUS*, **Matt Tieger**, High Moon Studios Game Director and **David Cravens**, High Moon Studios Senior Creative Director. The panel will give everyone an inside look into bringing favorite characters to life in the making of the game, as well as answers to the questions fans want to know.

Hasbro: MARVEL Action Figures; Saturday, July 14 at 4:00-5:00pm in Room 24ABC

Adam Biehl (Sr. Director, Global Marvel Line at Hasbro), **Jesse Falcon** (Licensing Director, Marvel), **Dwight Stall** (Senior Marvel Product Design Manager, Hasbro) and **Kristin Hamilton** (Sr. Manager, Global Marvel Line at Hasbro) discuss Hasbro's popular MARVEL LEGENGS, MARVEL UNIVERSE, *THE AVENGERS*, *THE AMAZING SPIDER-MAN* and MARVEL BONKAZONKS toy lines. Attendees will also get a sneak peek of upcoming, never before seen action figures. There will also be Q+A for fans' MARVEL action figure questions.

HasbroToyShop.com Special Edition Toys

Hasbro's 2012 Comic-Con Special Edition toys available for purchase through the HasbroToyShop.com booth (#3329) while supplies last, include:

G.I. JOE H.I.S.S. TANK VEHICLE WITH SHOCKWAVE DECO AND 3.75" DESTRO & B.A.T. SPECIAL EDITION PACK

After the extreme popularity of last year's G.I. JOE and TRANSFORMERS crossover San Diego Comic-Con special edition, Hasbro has done it again! In 2012, the iconic G.I. JOE vehicle, the H.I.S.S. TANK, will get a DECEPTICON SHOCKWAVE make-over, including a G1 SHOCKWAVE blaster attachment. The set comes with a 3.75-inch DESTRO action figure with special edition DECEPTICON deco, a 3.75-inch COBRA B.A.T. figure with special edition CONSTRUCTICON deco. The set also comes with several ENERGON cubes on a cart, a briefcase full of money, and a small boom box with 3 cassette tapes- better known to TRANSFORMERS fans as the classic alt-mode of DECEPTICON spy SOUNDWAVE along with RATBAT, LASERBEAK, and RAVAGE. Yo, Joe AND Roll Out! (Approximate Retail Price: $64.99 each; Ages: 4 & up)

G.I. JOE 3.75" KIM ARASHIKAGE SPECIAL EDITION FIGURE

The baddest female ninja around will return in the blockbuster film, *G.I. Joe: Retaliation,* scheduled to hit theaters on March 29th, 2013 in 3D, but first, KIM ARASHIKAGE is making an appearance at San Diego Comic-Con. As the latest G.I. JOE Comic-Con special edition figure, Hasbro will be releasing two movie likeness versions of the fan-favorite ninja. The primary KIM ARASHIKAGE figure is dressed in her classic red ninja suit with a double bladed bisento, while the unmasked variant is wearing a white costume and wielding a kusarigama. (Approximate Retail Price: $14.99 each; Ages: 4 & up)

JEM AND THE HOLOGRAMS Special Edition Doll: HOLLYWOOD JEM

Under license from Hasbro, fans will have a truly outrageous time when they see JEM AND THE HOLOGRAMS Special Edition doll: HOLLYWOOD JEM from Integrity Toys! The fully articulated HOLLYWOOD JEM doll stands 12 inches tall and features rooted pink hair and stunning long eyelashes. Looking fabulously fashionable in capri pants, black high-heel pumps, and a shiny gold-toned jacket (complete with shoulder pads!), HOLLYWOOD JEM is ready to rock the stage. As the leader of JEM AND THE HOLOGRAMS, the HOLLYWOOD JEM doll comes complete with a microphone and silver chromed microphone stand. When the tour is complete, fans can display their doll proudly using the included doll stand. Each HOLLYWOOD JEM Special Edition Doll comes with a certificate of authenticity and a souvenir postcard with artwork from the original JEM AND THE HOLOGRAMS line. (Approximate Retail Price $125; Ages 14 & up)

MARVEL LEGENDS SPECIAL EDITION UNCANNY X-FORCE COLLECTOR'S PACK

Collectors will have a chance to get their ADAMANTIUM claws on these X-FORCE figures in 6" scale for the first time! Featuring ARCHANGEL, WOLVERINE, and PSYLOCKE in costumes from The Fall of Archangel story line, this set comes in a collectable display box with exclusive art by well known comic artist Clayton Crain! (Approximate retail price: $49.99 each; Ages: 4 & up)

MARVEL UNIVERSE 3.75" MASTERS OF EVIL Special Edition 3-Pack

Fueled by a raging need for vengeance against CAPTAIN AMERICA, BARON ZEMO hatches a masterful plan. Not foolish enough to face the AVENGERS alone, he strategically forms one of the most powerful groups of villains ever assembled. The MASTERS OF EVIL 3-Pack includes BARON ZEMO, RADIOACTIVE MAN and TIGER SHARK all appearing in 3.75" scale, and united for a singular purpose: destroying EARTH'S MIGHTIEST HEROES. The villains can also be seen fighting against THE AVENGERS in the exclusive art by Joe Quesada on the SDCC exclusive THE AVENGERS HELICARRIER, sold separately. (Approximate Retail Price $29.99; Ages 4 & up)

MARVEL UNIVERSE S.H.I.E.L.D. SUPER HELICARRIER

Get ready to explore Hasbro's biggest SDCC release yet! Featuring an exclusive deco, this S.H.I.E.L.D. SUPER HELICARRIER is over 4 feet long! In addition, it features 9 working projectile launchers for taking out enemies such as the Masters of Evil (sold separately). This special edition vehicle also features exclusive CAPTAIN AMERICA and MARIA HILL 3.75" figures and specially commissioned box artwork by Joe Quesada. (Approx. Retail Price $129.99; Ages 4 & up)

MY LITTLE PONY 2012 Special Edition Pony

The popular special edition MY LITTLE PONY figure, available this year at the MY LITTLE PONY Fair and Convention and Comic-Con, is sure to be a fan favorite in 2012! Inspired by the animated series *MY LITTLE PONY FRIENDSHIP IS MAGIC,* this gray, Pegasus pony features rooted blonde hair and a cluster of bubbles for a cutie mark. (Approximate Retail Price: $19.99; Ages 3 & up)

***STAR WARS* VINTAGE SPECIAL EDITION CARBONITE CHAMBER COLLECTOR'S PACK**

Pretend to visit an alternate reality with this incredible package of seven 3.75-inch STAR WARS figures—one figure from each film in the Saga, and one figure only available in this collectible set. Each figure is individually carded with packaging that pays tribute to a "lost" line look that Kenner considered before going with their classic black-and-silver look! This Comic-Con special edition pack will be fans' first chance to get the "lost" packaging, available this fall as variants in the *STAR WARS* VINTAGE COLLECTION line. In addition, this special collector's pack will be the only place to get an exclusive treat for fans— a 3.75-inch carded JAR JAR BINKS in CARBONITE, which will be hidden in the center of the packaging and can be revealed by raising it through the "CARBONITE CHAMBER" top of the case. The other figures included are a standard JAR JAR BINKS (*EPISODE I*), CLONE TROOPER LIEUTENANT (*EPISODE II*), SHOCK TROOPER (*EPISODE III*), SANDTROOPER (*EPISODE IV*), PRINCESS LEIA (*EPISODE V*) AND DARTH VADER (*EPISODE VI*). (Approximate Retail Price: $79.99; Ages 4 & up)

TRANSFORMERS PRIME TERRORCON CLIFFJUMPER

The DARK ENERGON will be flowing through San Diego this year with the release of this special edition Deluxe scale TERRORCON CLIFFJUMPER figure. Featuring a special "TRANSFORMERS zombie" deco, this figure looks just like he did in the *Darkness Rising* storyline of Hasbro Studios *TRANSFORMERS PRIME* animated series. This figure comes with a DARK ENERGON shard and a DARK ENERGON chest attachment in a special edition clam shell packaging designed to look like his head. (Approximate Retail Price: $24.99; Ages 5 & up)

TRANSFORMERS DELUXE BRUTICUS COMBINER

The TRANSFORMERS DELUXE BRUTICUS COMBINER SDCC Special Edition set features the fearsome DECEPTICON, BRUTICUS in a special CYBERTRONIAN deco as seen in the eagerly anticipated video game TRANSFORMERS: FALL OF CYBERTRON from Activision. BRUTICUS is formed when all five deluxe scale ‘combiner' action figures in the set link together. The COMBATICONS characters BLAST OFF, VORTEX, DECEPTICON BRAWL, SWINDLE, and ONSLAUGHT each have three modes: robot, vehicle and a third ‘combiner' mode to link together. This Special Edition also includes removable packaging resembling a silhouette of the DECEPTICON logo that becomes a display case for the BRUTICUS figure. (Approximate retail price: $99.99 each; Ages: 5 & up)

Following the convention, a limited number of each item will be available for purchase online at HasbroToyShop.com.

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. © 2012 Hasbro, Inc. All Rights Reserved

HAS-PR

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50334475&lang=en

Hasbro, Inc.
Daniel Benkwitt, 401-727-5318
dbenkwitt@hasbro.com

Source: Hasbro, Inc.

News Provided by Acquire Media