June 27, 2012

Hasbro Delivers the Hottest Special Edition Toys at San Diego Comic-Con, Featuring Transformers, G.I. Joe, My Little Pony and More

PAWTUCKET, R.I. (June 27, 2012) —In what has become a highly anticipated annual tradition, Hasbro, Inc. (NASDAQ: HAS) is coming to Comic-Con International in San Diego, California, with an array of special edition action figures and toys that are set to be some of the hottest items available at the show. This year, the special edition figures are drawn from the lore of some of Hasbro's most popular brands, as well as eagerly anticipated movies, animated series and video games.

The special edition items will be available at the HasbroToyShop booth (#3329) at Comic-Con International starting on Preview Night, July 11th (while supplies last), as well as in very limited quantities after the show at HasbroToyShop.com. Highlights of the range of special edition toys include a one-of-a-kind chance to own JAR JAR BINKS from the *STAR WARS* films encased in Carbonite, a huge TRANSFORMERS DECEPTICON 'Combiner' figure based on the hotly anticipated video game *TRANSFORMERS: FALL OF CYBERTRON*, a fan-favorite Pony character from the hit Hasbro Studios produced TV series *My Little Pony Friendship is Magic* and even a massive vehicle from MARVEL's *THE AVENGERS* franchise!

"Every year, the Hasbro marketing and design teams greatly enjoy conceptualizing and developing these unique, highly sought after special edition products for Comic-Con attendees," said John Frascotti, chief marketing officer, Hasbro. "These items are designed with the most passionate fan in mind, and made special for Comic-Con; they are not part of the more widely available main line of products. We have a lot of fun developing these toys and are thrilled to be able to provide fans with unique expressions of their favorite pop-culture properties."

The comprehensive list of Hasbro's 2012 San Diego Comic-Con Special Edition Figures features:

G.I. JOE

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

(Approximate Retail Price: $14.99 each; Ages: 4 & up; Available through HasbroToyShop.com, Booth #3329 at Comic-Con International in San Diego)
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.

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

(Approximate Retail Price: $64.99 each; Ages: 4 & up; Available through HasbroToyShop.com, Booth #3329 at Comic-Con International in San Diego)

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!

JEM AND THE HOLOGRAMS

JEM AND THE HOLOGRAMS Special Edition Doll: HOLLYWOOD JEM

(Integrity Toys/Ages 14 and up/Approximate Retail Price $125/Available through HasbroToyShop.com Booth #3329 at Comic-Con International in San Diego)

Under license from Hasbro, fans will have a truly outrageous time when they see JEM AND THE HOLOGRAMS Special Edition

doll: HOLLYWOOD JEM! 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. Following the convention, a limited number will be available on HasbroToyShop.com.

MARVEL

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

(Approximate retail price: $49.99 each; Ages: 4 & up; Available through HasbroToyShop.com Booth #3329 at Comic-Con International in San Diego)

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!

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

(Approximate Retail Price $29.99; Ages 4 & up; Available through HasbroToyShop.com, Booth #3329 at Comic-Con International in San Diego)
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).

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

(Ages 4 & up; Approximate Retail Price $129.99; Available through HasbroToyShop.com Booth #3329 at Comic-Con International in San Diego)

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.

MY LITTLE PONY

MY LITTLE PONY 2012 Special Edition Pony

(Approximate Retail Price $19.99; Ages 3 & up; Available through the My Little Pony Fair & Convention, and the HasbroToyShop.com Booth #3329 at Comic-Con International in San Diego)

The popular special edition MY LITTLE PONY figure, available this year at the My Little Pony Fair and Convention and San Diego 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. Following both conventions, a limited number will be available on HasbroToyShop.com.

STAR WARS

STAR WARS VINTAGE SPECIAL EDITION CARBONITE CHAMBER COLLECTOR'S PACK

(Approximate Retail Price: $79.99; Ages 4 & up; Available through HasbroToyShop.com Booth #3329 at Comic-Con International in San Diego)
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*).

TRANSFORMERS

TRANSFORMERS PRIME TERRORCON CLIFFJUMPER
(Approximate Retail Price: $24.99; Ages 5 & up; Available through HasbroToyShop.com #3329 at Comic-Con International in San Diego)
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.

TRANSFORMERS DELUXE BRUTICUS COMBINER

(Approximate retail price: $99.99 each; Ages: 5 & up; Available through HasbroToyShop.com Booth #3329 at Comic-Con International in San Diego)

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.

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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

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