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## **Hasbro Continues to Expand Its Immersive Global Brand Experiences Through Entertainment and Lifestyle Licensing**

LAS VEGAS, Jun 07, 2010 (BUSINESS WIRE) --The Entertainment & Licensing (E&L) division of Hasbro, Inc. (NYSE: HAS) will arrive at the International Licensing Expo in Las Vegas on June 8, 2010, with new and innovative licensing programs supporting global powerhouse brands such as TRANSFORMERS, NERF, LITTLEST PET SHOP, MY LITTLE PONY, MONOPOLY and PLAYSKOOL. The company will showcase major entertainment and lifestyle licensing initiatives underway in the areas of television, movies, digital gaming, performance sports, and apparel as well as programs that are driving increased market traction in key international territories, including France, Mexico and China.

On the entertainment front, the upcoming new children's and family television network, The Hub, recently announced its first wave of television programming for its launch on October 10, 2010 (10-10-10). HASBRO STUDIOS is producing several Hasbro-inspired animated and live-action series including: "*My Little Pony Friendship is Magic*," "*Transformers Prime*," "*G.I. JOE Renegades*," "*Pound Puppies*," "*The Adventures of Chuck and Friends*," and "*Family Game Night*," featuring a variety of classic and enduring Hasbro *games*. The Hasbro and Discovery Communications joint venture cable television network will feature original programming as well as content from Discovery's library of award-winning children's educational programming, and from leading third-party producers worldwide. At launch, The Hub will reach approximately 60 million U.S. households. Additionally, HASBRO STUDIOS will extend the global reach of Hasbro-branded programming to other international broadcast markets in 2010 and beyond.

Hasbro, in association with its movie studio partners, also has several motion pictures underway for 2011 and 2012 theater releases. "*Transformers 3*" from DreamWorks Pictures and Paramount Pictures, is set to debut on July 1, 2011 and Universal Pictures will bring iconic super hero STRETCH ARMSTRONG and an epic BATTLESHIP film to the big screen in summer 2012.

"Hasbro continues to deliver on the company's commitment to create innovative and immersive global brand experiences that resonate with consumers around the world," said John Frascotti, Global Chief Marketing Officer at Hasbro. "We've re-invented our brands and put them at consumers' fingertips for anytime, anywhere entertainment."

In addition to the exciting entertainment-driven lineup, E&L is also expanding Hasbro brands worldwide in key lifestyle licensing categories. Below are highlights:

### **TRANSFORMERS: THE ONGOING EXPANSION OF A MEGA ENTERTAINMENT UNIVERSE**

As one of Hasbro's anchor entertainment properties, the popularity and appeal of the TRANSFORMERS franchise continues to grow on a global scale with its collective portfolio of more than 300 licensees.

On the heels of last year's box office smash, "*Transformers: Revenge of the Fallen*," and in anticipation of next summer's third installment, "*Transformers 3*," licensees around the world are on track to bring an unprecedented lineup of innovative MORE THAN MEETS THE EYE-inspired goods to an ever-widening circle of fans next year. In addition, the licensing program is poised to leverage the debut of "*TransformersPrime*" on The Hub, which will bring action-packed adventures featuring well-known AUTOBOT and DECEPTICON characters to kids' TV screens this fall.

Other key TRANSFORMERS licensing highlights include: comic books from IDW (U.S.); digital games from Activision (Worldwide); apparel from Union Kids (Mexico); t-shirts from Supervalu (Singapore, Hong Kong, Indonesia); footwear from Deportivos con Estilo (Mexico); and social expressions from American Greetings (U.S.).

### **NERF: 40+ YEARS OF INTENSITY, PERFORMANCE AND INNOVATION**

As a leading sports action brand for tweens and teens 8-16, NERF has been providing fans with the ultimate in exciting, high-action gear for competitive play for more than 40 years. Hasbro and The Sports Licensed Division of the adidas Group have

reached an agreement in principle to create an innovative NERF-inspired action sports lifestyle apparel and footwear line. The deal is still subject to the companies negotiating and signing a binding license agreement. Under the proposed deal, the collection targeted toward young adult males would blend the edgy and competitive NERF brand look-and-feel with performance benefits to deliver a premier line of products that would include training and street footwear, t-shirts, sleeveless mesh tops, polo shirts, shorts, pants, hooded sweatshirts, and headwear.

Additionally, as a dominant player in all aspects of alternative adventure, the NERF brand will return as a sponsor of The Dew Tour's award-winning Festival Village in 2010, presenting consumers around the U.S. with the second NERF DART TAG World Championship tournament.

Key NERF licensing highlights include: digital gaming from Electronic Arts (Worldwide); electronics from SDI Technologies (U.S.); footwear from Elan Polo (U.S., Canada); and digital gaming hardware accessories from Performance Design Products (Worldwide).

#### **MY LITTLE PONY: ADVENTURES FULL OF FRIENDSHIP AND FUN**

The magical MY LITTLE PONY franchise continues to be a worldwide favorite with over 135 licensees onboard creating MY LITTLE PONY-branded products that will delight little girls around the globe. In 2010, PINKIE PIE and friends will also unveil a new look as part of their star-studded arrival on The Hub this fall. The animated TV series, called *"My Little Pony Friendship is Magic,"* will feature 26 half-hour episodes and will see MY LITTLE PONY characters embark on wonderful adventures while learning what it means to be a true friend.

Other key MY LITTLE PONY licensing highlights include: apparel from Cookie Company (Benelux, Germany); sleepwear from TMI (Australia, NZ); juvenile domestics and home décor from Franco Manufacturing (U.S.); a variety of book formats from Bendon (U.S.), Five Mile Press (Australia, NZ) and Egmont (Nordic); health and beauty aids from Church & Dwight (U.S.) and BDF (Mexico); food and beverage from General Mills (U.S.); stationery and social expressions from American Greetings (U.S.) and Tilibra (Brazil); and fabric from Springs Creative (U.S.).

#### **LITTLEST PET SHOP: LIFESTYLE LICENSING GROWS FOR HASBRO'S NO. 1 BRAND FOR GIRLS**

Ranked as one of the top brands for girls in the toy industry as well as one of the hottest lifestyle properties, the demand for the LITTLEST PET SHOP brand remains robust in 2010 for the property's 210 licensees. Further, the brand's popularity continues to soar in France where it has been the No. 1 licensing property for the past two years. Girls also can't get enough of the LITTLEST PET SHOP brand in Mexico, where a strong licensing program has quickly gained traction with support from major retailers, such as Liverpool, giving LITTLEST PET SHOP-branded products premier in-store placement and appeal throughout the region.

In 2010, the LITTLEST PET SHOP licensing program will further expand with the introduction of BLYTHE LOVES LITTLEST PET SHOP, allowing licensees to become even more creative in bringing trendy and fashionable LITTLEST PET SHOP-licensed products to the global market across all major categories.

Other key LITTLEST PET SHOP licensing highlights include: footwear from Adventure Diffusion (Austria, France, Germany, Portugal, Switzerland, Spain); a variety of book and calendar formats from Scholastic (U.S.), Hachette (Europe), and Trends International (U.S.); digital games from Electronic Arts, Inc. (Worldwide); back-to-school items from Accessory Innovation (U.S.) and Ruz (Mexico); health care products from Johnson & Johnson (U.S.); and confectionary items from Hot Shots (Australia, NZ).

#### **CHUCK & FRIENDS: LICENSEES "GET TO WORK" ON PRESCHOOL BRAND FOR BOYS**

*"The Adventures of Chuck and Friends"* will roll onto the scene and into preschoolers' hearts in a big way this fall on The Hub. Hasbro is already on its way to building a strong CHUCK & FRIENDS licensing program across key categories such as apparel and footwear, publishing, and seasonal that will feature a "truckload" of fun and engaging goods for young boys at retail in 2011.

#### **PLAYSKOOL: PLAY + LEARNING**

The time-tested and Mom-trusted PLAYSKOOL brand embodies the philosophy that play is nature's classroom where fun is learning for young children. The licensing program builds on the PLAYSKOOL More Than Play inspiration, bringing engaging and quality products from apparel to books to the global market.

In 2010, PLAYSKOOL's spokespudd, MR. POTATO HEAD, will embark on a jam packed entertainment schedule. In summer he starts strong with his return to the silver screen in the Disney-Pixar release of *Toy Story 3*. Following that, music fans will see a special limited edition MR. POTATO HEAD ELVIS PRESLEY figure arrive at U.S. specialty retail stores to celebrate the year-long Elvis 75<sup>th</sup> anniversary. To wrap this star-spudded year, families worldwide will welcome back MR. POTATO HEAD as the

host of Electronic Arts, Inc.'s '*HASBRO FAMILY GAME NIGHT 3*' video game this fall.

Additional key PLAYSKOOL licensing highlights include: a variety of book formats from both Leap Year Publishing (U.S.) and Simon & Schuster (U.S.); confectionary items from Bakery Crafts (U.S.); Halloween costumes from Disguise (U.S.); t-shirts from Fortune Fashions, Freeze and Mad Engine (U.S.); indoor play environment from Moose Mountain Toymakers (U.S.); and a major QSR program (U.S.).

### **MONOPOLY: MAKING LIFE RICHER FOR 75 YEARS**

For 75 years, Hasbro has continued to innovate and provide new ways to play the iconic MONOPOLY game. Published in 111 countries and 43 languages, the MONOPOLY game has been played by more than 1 billion people since it was first introduced in 1935. Recognizing the brand's globally rich heritage, more than 70 licensees have signed on to develop MONOPOLY-branded products supporting the world's favorite family game as it continues to evolve, grow, and deliver amazing new and inventive play experiences.

Other key MONOPOLY licensing highlights include: digital games from Electronic Arts, Inc. (Worldwide); apparel from Mac Group (Australia) and Briefly Stated (U.S.); affinity games from USAopoly (U.S.) and Winning Moves (Europe); t-shirts from Jem Sportswear (U.S.) and Mad Engine (U.S.); and seasonal items from International Greetings (UK).

### **HASBRO GAMES: INSPIRING FAMILY TRADITIONS AND FUN FOR DECADES**

With more than 60 well-known game brands in the Hasbro portfolio, the collective licensing program boasts 180 licensees and continues to expand worldwide. Fueled by Hasbro's highly successful FAMILY GAME NIGHT marketing campaign, which encourages families to set aside time to play games on a regular basis, the increased interest and appeal of popular properties such as SCRABBLE, MONOPOLY, TWISTER, OPERATION and CANDY LAND have created a market opportunity for fun, quality and relevant licensed products that define fans' love for playing games.

This fall, The Hub will deliver two live-action original game shows produced by Hasbro Studios - "*Family Game Night*" and "*Pictureka*". In "*Family Game Night*," kids and adults play as teams for points and prizes. Within each hour-long episode, families will play a variety of classic and enduring Hasbro games including CRANIUM, BOP-IT! and CONNECT 4, challenging both contestants and viewers with strategy, creativity and pure luck. Time is of the essence in "*Pictureka!*" as both contestants and their families take on the challenge of finding specific objects disguised within a host of elaborately drawn facades. It takes a sharp eye and masterful collaboration to tackle the challenges and win points and prizes.

On the bigger screen, Hasbro is collaborating with Universal Pictures on a live-action BATTLESHIP movie slated for summer 2012 and has also signed on to produce films based on other Hasbro Game brands, including MONOPOLY, CANDY LAND, and OUIJA. Theater release dates have not yet been announced for the future movies.

Other key Hasbro Games licensing highlights include: digital games from Electronic Arts, Inc. (Worldwide); confectionary items from Gamesformation (Europe); t-shirts from Fortune Fashions (U.S.) and C-Life (U.S.); Official SCRABBLE Dictionary from Merriam Webster (U.S.) and Briefly Stated (U.S.); and seasonal items from International Greetings (UK).

### About Hasbro

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com> © 2010 Hasbro, Inc. All Rights Reserved.

SOURCE: Hasbro, Inc.

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)