



July 21, 2014

Hasbro and Shapeways Launch SuperFanArt, New Website That Empowers Fans to Be Creators Using Hasbro Brands

SuperFanArt Debuts with Pop Culture Phenomenon MY LITTLE PONY, Inviting Fans Around the Globe to Create and Share their Inspired Designs

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Global branded play leader, [Hasbro, Inc.](#) (NASDAQ:HAS) and [Shapeways](#), the leading 3D printing marketplace and community, today announced the launch of [SuperFanArt](#), a website that enables fans inspired by Hasbro brands to showcase their artwork and sell their 3D printed designs on Shapeways.



Global branded play leader, Hasbro, Inc. and Shapeways, the leading 3D printing marketplace and community, have teamed up to launch SuperFanArt, a website that enables fans inspired by Hasbro brands to showcase their artwork and sell their 3D printed designs on Shapeways. SuperFanArt debuts with pop culture phenomenon MY LITTLE PONY, inviting fans around the globe to create and share their inspired designs. (Photo: Business Wire)

"Hasbro has a rich portfolio of iconic brands and popular characters, and SuperFanArt is a great opportunity for the Shapeways community to design and create with fan favorites," said Peter Weijmarshausen, CEO and co-founder, Shapeways. "We've already seen a passionate MY LITTLE PONY following on Shapeways and are thrilled that Hasbro is opening its doors for the design community to actively work with a global brand. Shapeways enables anyone to get the products they want, and with this partnership, we can further expand this to fans to design products based on a major brand."

At launch, SuperFanArt will showcase work by several talented fan artists:

- Interested in computers since childhood, [Brian Harris](#) is a graphic artist, illustrator and web designer; he enjoys sculpting and modeling cartoon characters, both favorites from his childhood and today, including the MY LITTLE PONY brand
 - [Brandon Lee Johnson](#) is a student, 3D artist and longtime MY LITTLE PONY fan
 - [Paul Philbin](#) is an animation enthusiast and a fan of the MY LITTLE PONY brand since 2011

SuperFanArt grants the passionate and talented Hasbro brand fan base a license to create exciting new art and product offerings. SuperFanArt will launch with the global fan favorite MY LITTLE PONY franchise, beloved for more than three decades. With more than 200 licensees spanning 17 countries and the "My Little Pony Friendship is Magic" animated series broadcasting in more than 170 countries around the globe, the MY LITTLE PONY franchise has become a significant part of pop culture transcending both age and gender. Additional Hasbro brands will be introduced in the coming months.

"Many fans of our brands have remarkable creative talents and SuperFanArt empowers these artists to create unique expressions of Hasbro brands," said John Frascotti, CMO, Hasbro, Inc. "By partnering with Shapeways, the largest online marketplace for custom 3D printed products, we are able to provide artists with an unprecedented opportunity and also provide brand enthusiasts with access to unique one of a kind creations."

"Hasbro has a rich portfolio of iconic brands

- Currently residing in Seattle, [Melinda Rose](#) works in the computer games industry; she is a lifelong MY LITTLE PONY fan and an accomplished 3D designer
- Born in Lyon, France, [Christophe Vidal](#) has studied mechanical engineering and design and opened his Shapeways shop in 2012; he loves how well MY LITTLE PONY characters adapt to 3D design and printing

Consumers can visit SuperFanArt to browse 3D printed products designed by the artists and then click through to each artist's shop to place an order. Additional artists and 3D printed products will be featured on the site in the future, details and opportunities to be announced.

Available for sale beginning today, the artwork featured on SuperFanArt will also be on display at Comic-Con International in San Diego. To learn more, visit [SuperFanArt.com](#) or stop by the Hasbro booth #3213 at Comic-Con.

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](#).

About Shapeways

Shapeways is the leading 3D printing marketplace and community, empowering designers to bring amazing products to life. By giving anyone the ability to quickly and affordably turn ideas from digital designs into real products, Shapeways is fundamentally changing how products are made and by whom. Through Shapeways, designers gain access to the best industrial 3D printing technology, capable of manufacturing products with complex designs in a wide range of high-quality materials. 3D printing turns raw materials into original products, from wedding rings to rocketships, model trains to iPhone cases, and prototypes to industrial engineering parts. The Shapeways community can sell their products, share ideas, and get feedback from creative consumers and other designers around the world. Headquartered in Manhattan, Shapeways also has factories and offices in Eindhoven, Long Island City and Seattle.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140721005348/en/>

Hasbro media:

Litzky Public Relations

Josslynne Welch, 201-222-9118, ext. 13

jwelch@litzkypr.com

or

Shapeways media:

Shapeways

Blair Baumwell

blair@shapeways.com

Source: Hasbro, Inc.

News Provided by Acquire Media