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Hasbro Opens Ticket Sales for First-Ever HASCON FANmily™ Event

Three Day Convention Will Include Panels, Larger-than-Life Brand Experiences, Games Events, Auditions for Hasbro TV Commercials and Shows, Meet & Greets and Appearances from Peter Cullen, Frank Welker, Stan Lee, Dude Perfect and top MY LITTLE PONY and TRANSFORMERS Talent

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Today [Hasbro, Inc.](http://www.hasbro.com) (NASDAQ:HAS), a global play and entertainment company, officially opened ticket sales for the first-ever HASCON FANmily™ event, which will take place in Providence at the Rhode Island Convention Center and Dunkin' Donuts Center from September 8-10, 2017. Hasbro fans and families from around the globe can purchase single day tickets or three-day tickets for the convention, with VIP packages available for super-fans and the most enthusiastic collectors.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20170523005169/en/>



Today Hasbro also revealed the first round of talent appearances, panels and brand experiences set to take place during HASCON 2017. Appearances and meet & greets will be available with some of the biggest names from Hasbro, including DUDE PERFECT, Lorenzo Di Bonaventura (Producer of all the TRANSFORMERS films, as well as G.I. JOE: *The Rise of Cobra* and G.I. JOE: *Retaliation*); Stan Lee (Marvel Comics Legend); Peter Cullen and Frank Welker (original TRANSFORMERS voice talent); Andrea Libman and Cathy Weseluck (voice talent of MY LITTLE PONY: FRIENDSHIP IS MAGIC and MY LITTLE PONY: THE MOVIE), "Chewbacca Mom", Candace Payne and more.

This unique event will bring Hasbro's most iconic brands to life like never before, including TRANSFORMERS, MY LITTLE PONY, NERF, MAGIC: THE GATHERING, PLAY-DOH, MONOPOLY and G.I. JOE, and exceptional partner brands such as BEYBLADE, DREAMWORKS TROLLS and SESAME STREET. Fans will get a peek behind the Hasbro curtain during the three

HASCON 2017 (Photo: Business Wire)
days filled with exciting first-look previews and panels from Hasbro's biggest television and movie series.

Attendees will be immersed in hands-on, interactive experiences with oversized games such as PIE FACE and TOILET TROUBLE from HASBRO GAMING, photo opportunities with SESAME STREET and TROLLS costumed characters, epic BEYBLADE battles, a PLAY-DOH creation zone and the MY LITTLE PONY magical world of Equestria. FANmilies will be able to take photos with props from Hasbro's movies and step into a custom-built NERF battle arena, maybe even with the guys from DUDE PERFECT. HASCON will also host MAGIC: THE GATHERING gameplay featuring an exclusive preview of the upcoming *Iconic Masters* card set. Youth fans, ages 3-15, have the opportunity to audition for Hasbro commercials and voice talent on our animated series. Fans also can purchase exclusive* Hasbro toys and merchandise including new

TRANSFORMERS products.

In addition, there will be activities inspired by several iconic Disney properties, including Disney Princess, Frozen, Elena of Avalor, Moana and Descendants 2, as well as *Star Wars* and Marvel's Avengers, Spider-Man and Guardians of the Galaxy. From movie props and costumes on display, to hands-on fun through art tutorials and more, these areas will be can't-miss destinations during the show.

"Hasbro constantly strives for new ways to bring our storytelling to life and offer fans greater access to our brands, and HASCON is designed to bring attendees closer to Hasbro's biggest properties than ever before," said John Frascotti, President of Hasbro. "We are assembling the ultimate fan celebration, with three days of marquee talent, interactive activities, immersive experiences, game events, panel discussions, VIP events and much more. We're set to deliver an unforgettable experience for fans and families alike."

HASCON tickets are on-sale now. Single day tickets are available for \$30 for youth (ages 3-15) and \$60 for adults (ages 16+). Three-Day tickets range from \$75 for youth (ages 3-15) to \$165 for adults (ages 16+). VIP packages are also available for super-fans and the most enthusiastic collectors starting at \$200 for youth (ages 3 - 15) and \$600 for adults (ages 16+), plus taxes. To purchase tickets and stay up to date on all the latest information on HASCON 2017, please visit <http://hascon.hasbro.com>

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About Hasbro

[Hasbro](#) (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. Hasbro ranked No. 1 on the 2017 100 Best Corporate Citizens list by *CR Magazine*, and has been named one of the World's Most Ethical Companies® by *Ethisphere Institute* for the past six years. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

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*Limited quantities available on HasbroToyShop.com after HASCON.

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