



August 9, 2017

Hasbro Expands All-Star Lineup for First-Ever HASCON with Flo Rida, Maddie Ziegler, Isabela Moner, David Ortiz, Jackie Bradley Jr., Eh Bee Family and the Cast of 'Stretch Armstrong and the Flex Fighters'

Just Announced: Performance by Flo Rida and Meet and Greets with Maddie Ziegler, Isabela Moner, Eh Bee Family, David Ortiz, James White, Jackie Bradley Jr., Susan Blu, Len Cabral and the voice cast of Hasbro's Netflix Original Series for Kids 'Stretch Armstrong and the Flex Fighters'

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Today [Hasbro, Inc.](#) (NASDAQ:HAS), a global play and entertainment company, unveiled additional entertainment programming details for the first ever HASCON FANmily event. Happening September 8 - 10, 2017 at the Rhode Island Convention Center and Dunkin' Donuts Center in Providence, Rhode Island, HASCON will bring Hasbro's most iconic brands to life.

Joining the previously announced all-star lineup is a performance by GRAMMY®-nominated rapper and singer-songwriter Flo Rida ("My House," "Whistle"), who will perform a full set to HASCON guests the evening of Saturday, September 9, and a meet and greet with actress, dance icon and NYT bestselling author, Maddie Ziegler (as featured in "Sia: Chandelier," "Leap!"), Isabela Moner (Transformers: The Last Knight), and family-friendly internet personalities, the Eh Bee Family. Also joining HASCON is veteran voice actress Susan Blu ("The Transformers: The Movie," "Jem"), MLB-retired designated hitter David "Big Papi" Ortiz, current center fielder Jackie Bradley Jr. (of the Boston Red Sox), New England Patriots running back and Super Bowl™ 51 Hero James White (of the New England Patriots) and internationally acclaimed and award-winning storyteller Len Cabral.

HASCON will also feature a panel and autograph session with talent and creators from Hasbro's upcoming Netflix original series for kids *Stretch Armstrong and the Flex Fighters*. Ogie Banks ("Ultimate Spider-Man"), Walter Koenig ("Star Trek," "Babylon 5"), Scott Menville ("Teen Titans Go!," "Teenage Mutant Ninja Turtles"), series executive producer/writer Kevin Burke ("Ultimate Spider-Man," "Avengers Assemble"), series executive producer/writer Chris "Doc" Wyatt ("Ultimate Spider-Man," "Napoleon Dynamite") and series executive producer and supervising director Victor Cook ("The Spectacular Spider-Man," "Scooby-Doo! Mystery Incorporated") will be featured on the panel and at the autograph session on Sunday, September 10.

Previously announced programming includes a performance and meet and greet with Multi-Platinum GRAMMY® Award-Winning singer-songwriter Daya, panel discussions with Stan Lee (Marvel Comics Legend), James Gunn (writer and director, GUARDIANS OF THE GALAXY VOL. 1 and 2), Lorenzo di Bonaventura (Producer of all the TRANSFORMERS films, as well as G.I. JOE: *The Rise of Cobra* and G.I. JOE *Retaliation*), Dude Perfect and many 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 days filled with exciting first-look previews and panels from Hasbro's biggest television and movie series, including Hasbro's TRANSFORMERS: RESCUE BOTS, LITTLEST PET SHOP and MY LITTLE PONY: FRIENDSHIP IS MAGIC as seen on Hasbro's joint-venture television network Discovery Family.

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.

To purchase General Admission and VIP tickets, view complete package details and stay up to date on all the latest information on HASCON 2017, please visit <http://hascon.hasbro.com>

The inaugural HASCON FANmily™ event is presented in part by IDW Publishing, Ultra PRO, Discovery Family and Norwegian Airlines.

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[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](#)). © 2017 Hasbro, Inc. All Rights Reserved.

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