



## **MY LITTLE PONY Brand Honors Famous Best Friends in Celebration of International Day of Friendship**

July 30, 2015

**Custom MY LITTLE PONY Figures Include TRANSFORMERS Optimus Prime and Bumblebee, *Sesame Street's* Bert and Ernie, *I Love Lucy's* Lucy and Ethel, and More; Follow #MLPFriendshipDay to Join the Conversation**

PAWTUCKET, R.I.--(BUSINESS WIRE)-- A global, pop culture phenomenon, the MY LITTLE PONY franchise from Hasbro, Inc. (NASDAQ: HAS) has remained deeply rooted in the value of friendship since it first launched more than 30 years ago. To commemorate the International Day of Friendship, the brand is celebrating famous friendships with one-of-a-kind MY LITTLE PONY figures honoring notable friendships throughout entertainment history. From timeless television personalities to familiar childhood characters, the MY LITTLE PONY brand brings fan favorites to life for the first time as ponies, including beloved best friends from *TRANSFORMERS*, *Sesame Street*, *I Love Lucy*, *Clueless* and *Laverne & Shirley*!

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