Hasbro Toy Shop Heads to 2018 San Diego Comic-Con International with Convention Exclusive Items from Transformers, My Little Pony, and More

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PAWTUCKET, R.I.--(BUSINESS WIRE)--Jul. 17, 2018-- Hasbro, Inc. (NASDAQ: HAS) is returning to San Diego, California for 2018 Comic-Con International and set to reveal an exciting new line-up of products drawn from its iconic brand portfolio. Fans and collectors can also expect limited-edition products from TRANSFORMERS, MAGIC: THE GATHERING, MY LITTLE PONY as well as licensed partners *STAR WARS* and MARVEL available for purchase at the Hasbro Toy Shop Booth (#3329). Limited quantities of these items will be available at select conventions and select online retailers after the convention in the relevant market (including HasbroToyShop.com where available). Good while supplies last.

The list of Hasbro's convention exclusive items available at San Diego Comic-Con 2018 includes:

TRANSFORMERS: STUDIO SERIES 19 BUMBLEBEE VOL. 1 RETRO ROCK GARAGE
(HASBRO/Ages 8 years & up/Approx. Retail Price: $49.99)
Studio Series presents Vol.1 of a totally awesome convention product. Packed with retro radness, this installment features a SPECIAL EDITION BUMBLEBEE GOLD CAMARO figure and 2 dynamite dino-cassette figures, DAIRU and URUAZ (the evil twin of ZAURU), remixed from an '80s Japan-only release. Premium packaging inspired by old-school mix tape style. Retro Rock Garage - Vol. 1 is a celebration of the BUMBLEBEE movie and features special edition deco that converts from '77 Camaro to robot mode in 25 steps.

TRANSFORMERS: GENERATIONS POWER OF THE PRIMES THRONE OF THE PRIMES
(HASBRO/Ages 8 years & up/Approx. Retail Price: $69.99)
It's not every day that a robot who turns into a gorilla and rides a hoverboard becomes the leader of the AUTOBOTS. But that's exactly what happened when OPTIMUS PRIMAL won the first-ever Fan Vote Prime poll. When OPTIMUS PRIMAL becomes a PRIME, he evolves to OPTIMAL OPTIMUS. Celebrate the fans' choice and the epic conclusion of the PRIME WARS TRILOGY with this figure that uses converting Evolution Armor to evolve from a 5.5-inch scale OPTIMUS PRIMAL figure to a 9-inch scale OPTIMAL OPTIMUS figure. This convention edition offering is packed with special features: 4 Convention PRIME MASTER figures: NEXUS PRIME, AMALGAMOUS PRIME, PRIMA PRIME, and the legendary 13th PRIME. A SCEPTER OF SPARKS accessory: holds 4 PRIME MASTER figures. HALO OF PRIMUS display: holds 12 PRIME MASTER figures. Use it to create an epic display of PRIME MASTER power. Additional PRIME MASTER figures sold separately/subject to availability.

TRANSFORMERS TRADING CARD GAME – CONVENTION EDITION
(HASBRO/Ages 8 years & up/Approx. Retail Price: $14.99)
The TRANSFORMERS Trading Card Game is a fast, action battling card game. In this card game for two players, TRANSFORMERS fans ages 8 and up build a team of TRANSFORMERS character cards and power them up with a customizable deck of battle cards. The 'Convention Edition' contains 2 TRANSFORMERS character cards (CLIFFJUMPER – RENEGADE WARRIOR and SLIPSTREAM – STRATEGIC SEEKER) and two battle cards (All-Out Attack and Tandem Targeting System). The 'AUTOBOTS Starter Set' and/or cards from 'Transformers TCG Booster Packs' are required for gameplay and will be sold separately and released in the United States and certain other markets later in 2018. TRANSFORMERS character cards are huge – character cards in the AUTOBOTS Starter Set and Booster Packs are twice the size of standard playing cards – and each card can be flipped from bot mode to alt mode and back. TRANSFORMERS character cards feature premium printing treatment on their bot-mode sides. The deck of battle cards features Action and Upgrade cards to enhance TRANSFORMERS character cards.

***MAGIC: THE GATHERING* San Diego Comic-Con 2018**
(Ages 13 years & up/Approx. Retail Price: $99.99)
Timeless Legends
Every hero's legacy is shaped by those who came before them. Celebrate Magic's return home to Dominaria with this limited-availability collection of five powerful Planeswalker cards. Featuring all-new art by Terese Nielsen, each card explores the ties that bind the heroes of Dominaria's present to the icons of its past.

- 5 Planeswalker cards with exclusive artwork by Terese Nielson.
- Characters include Gideon Jura™, Jace Beleren®, Liliana Vess®, Chandra Nalaar®, and Nissa Revane®.

MY LITTLE PONY ESTABLISHED 1983 GREATEST HITS Set
(HASBRO/Ages 3 years & up/Approx. Retail Price: $19.99)
MY LITTLE PONY has been spreading the magic of friendship since 1983! To celebrate the brand's 35th anniversary, the MY LITTLE PONY GREATEST HITS set features favorite characters reimagined in 80s-inspired fashions and mane styles! The set includes TWILIGHT SPARKLE, PINKIE PIE, and RAINBOW DASH three-inch pony figures -- imagine the TWILIGHT SPARKLE figure as an 80s pop princess taking the stage; pretend the PINKIE PIE figure prances on the scene with her 80s-inspired aerobic ensemble; and imagine the RAINBOW DASH figure rockin' out with her rainbow mohawk and punk get-up. The set also includes 3 cassette-inspired collector cards with 80s-themed depictions of pony friends. Fans can

display this totally tubular set in its boombox-shaped packaging and imagine the characters crooning favorite classics from that time.

MARVEL LEGENDS SERIES DEFENDERS RAIL AUTHORITY 5-PACK
(HASBRO/Ages 4 years & up/Approx. Retail Price: $124.99)
Imagine JESSICA JONES, LUKE CAGE, DAREDEVIL, IRON FIST, and COLLEEN WING defending New York City with the MARVEL LEGENDS SERIES DEFENDERS RAIL AUTHORITY 5-PACK. Each figure features multiple points of articulation and premium, detailed styling, and comes packed out in an original package designed to look like the underground public transportation of New York City. Includes five 6-inch figures and five accessories.
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MARVEL LEGENDS SERIES RED SKULL & ELECTRONIC TESSERACT
MARVEL STUDIOS: THE FIRST TEN YEARS #0
(HASBRO/Age Adult/Approx. Retail Price: $59.99)
Fans can commemorate 10 years of epic blockbusters with new MARVEL LEGENDS SERIES figures in the MARVEL STUDIOS: THE FIRST TEN YEARS collection (each figure sold separately)! Imagine JOHANN SCHMIDT claiming the title of RED SKULL and controlling the power of the TESSERACT Comes with a 6-inch-scale RED SKULL figure, featuring movie-inspired design from *CAPTAIN AMERICA: THE FIRST AVENGER* and premium articulation and design. The TESSERACT lights up and features alternating light patterns, as well as a seamless battery install for an authentic look and feel. Includes figure, accessory, and electronic TESSERACT.
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***STAR WARS:* THE VINTAGE COLLECTION DOCTOR APHRA COMIC SET**
(HASBRO/Ages 4 years & up/Approx. Retail Price: $49.99)
Celebrate the legacy of *STAR WARS* with premium, highly-detailed 3.75-inch scale figures and vehicles from THE VINTAGE COLLECTION! Imagine the adventures of the *STAR WARS* comic galaxy with these 3.75-inch-scale DOCTOR APHRA, 0-0-0 (TRIPLE ZERO), and BT-1 (BEETEE) figures that feature premium deco across multiple points of articulation and design inspired by the DOCTOR APHRA comics. Includes 3 figures and 3 accessories. Each set sold separately. The *STAR WARS:* THE VINTAGE COLLECTION DOCTOR APHRA COMIC SET will be for sale at San Diego Comic-Con 2018. Limited quantities of this item will be available at select conventions and select online retailers after the convention in the relevant market (including HasbroToyShop.com where available). Good while supplies last.
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***STAR WARS* FORCES OF DESTINY CHEWBACCA AND PORGS**
(HASBRO/Ages 4 years & up/Approx. Retail Price: $49.99)
Journeying to the sacred island of AHCH-TO, CHEWBACCA meets the PORGS, a curious avian species found throughout the secluded island. This detailed CHEWBACCA figure is lavishly furry and makes true-to-entertainment sounds when activated, while the PORG figures feature soft flocking that makes them a delight to hold and feel. The package carefully recreates the cockpit of the *Millennium Falcon*, making it perfect for display, and is sure to delight collectors and fans alike. Includes 11-inch CHEWBACCA figure, two PORG figures, PORGLET nest with two baby PORG figures, and two accessories. Requires 3 A76 alkaline batteries, included.
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***STAR WARS*: THE BLACK SERIES HAN SOLO AND MYNOCK Figures**
(HASBRO/Ages 4 years & up/Approx. Retail Price: $34.99)
Kids and fans alike can imagine the biggest battles and missions in the *STAR WARS* saga with 6-inch scale figures from THE BLACK SERIES! With exquisite features and decoration, this series embodies the quality and realism that *STAR WARS* devotees love. These HAN SOLO and MYNOCK figures are carefully detailed to look like the character and creature from *STAR WARS: THE EMPIRE STRIKES BACK*, featuring premium detail and multiple points of articulation. Includes figure, exclusive creature, and three accessories.
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***STAR WARS*: THE BLACK SERIES CENTERPIECE REY (STARKILLER BASE) & KYLO REN Figure**
(HASBRO/Age Adult/Approx. Retail Price: $109.99)
Reimagine key moments from the *STAR WARS* galaxy with THE BLACK SERIES CENTERPIECE REY (STARKILLER BASE) & KYLO REN FIGURE! Imagine REY battling KYLO REN in the icy forests of STARKILLER BASE in *STAR WARS: THE FORCE AWAKENS*. Includes a premium, highly-articulated KYLO REN figure, a water mister for steam effects, and an acrylic light-up backdrop, which are all exclusive to this set. Requires 3 AA batteries, not included.
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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, BABY ALIVE and MAGIC: THE GATHERING, as well as premier partner brands. Through its entertainment labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 5 on the 2018 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 seven years. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro & @HasbroNews) and Instagram (@Hasbro).

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