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Become One of Your Favorite Superheros for the First Time Ever

Hasbro, Disney and 3DPlusMe Team Up To Introduce SUPER AWESOME ME, the 3D Printing Experience That Provides Fans with a Personalized Marvel Action Figure

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Global branded play leader, [Hasbro, Inc.](#) (NASDAQ:[HAS](#)) and 3DPlusMe today announced the introduction of SUPER AWESOME ME, a personalized 3D printing experience that allows kids and kids at heart to become one of their favorite characters, Captain America or Iron Man. The SUPER AWESOME ME initiative provides fans with a customized, one-of-a-kind action figure through a unique, in-store experience. In conjunction with Disney Consumer Products' Marvel Super Hero September celebration, the SUPER AWESOME ME experience will launch at ten Walmart and two Sam's Club locations from September 19th to September 28th. Everyone is encouraged to share the fun online using the hashtag #MarvelSuperHeroSept.

"With 3D printing, we're now able to provide fans of Marvel Super Heroes for the first time ever with this very unique opportunity to create a one-of-a-kind action figure featuring their own likeness," said John Frascotti, chief marketing officer, Hasbro, Inc. "By partnering with Walmart, Disney, and 3DPlusMe, we're delivering to consumers a totally personalized product experience."

The SUPER AWESOME ME experience begins when the fan visits an in-store scanning station where a 3D face scanner captures their likeness to create a 3D model. At launch, fans can visit one of ten Walmart or two Sam's Club stores and choose from Captain America or Iron Man to create a personalized 12" action figure. The SUPER AWESOME ME figure features a traditional 12" articulated plastic action figure body and a full color 3D printed head. Recommended for fans ages 4 years and older and available for an approximate retail price of \$45, the SUPER AWESOME ME figure will be available for pick up at Walmart locations or ship to Sam's Club customers in four weeks.

"Our Marvel Super Hero September campaign encourages consumers to Power Up Like a Super Hero and through the innovation of 3D printing, SUPER AWESOME ME allows them to become one of two popular Marvel Super Heroes," said Isabella Lahoud, vice president of licensing for Marvel at Disney Consumer Products. "We are thrilled to team with Hasbro along with 3DPlusMe to offer this cutting edge and exclusive opportunity to fans of all ages."

"By joining forces with high-profile retail partners and brands, such as Hasbro and Walmart, we are delivering a story-driven experience to fans on an unprecedented scale," said Cydni Tetro, CEO of 3DPlusMe. "Our mobile personalization platform for 3D printing is the first of its kind. Helping consumers become popular characters is not only a compelling event for fans, but a powerful retail opportunity."

Beginning on Friday, September 19th the SUPER AWESOME ME experience will be available at ten Walmart and two Sam's Club locations in markets including New York, Los Angeles, Chicago, and Houston.

For more information on the SUPER AWESOME ME experience and a full list of participating Walmart and Sam's Club locations, visit [SuperAwesomeMe.com](#).



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America or Iron Man. The SUPER AWESOME ME initiative provides fans with a customized, one-of-a-kind action figure through a unique, in-store experience. (Photo: Business Wire)

About Hasbro

[Hasbro, Inc.](http://www.hasbro.com) (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 Disney Consumer Products

Disney Consumer Products (DCP) is the business segment of The Walt Disney Company (NYSE:DIS) that delivers innovative and engaging product experiences across thousands of categories from toys and apparel to books and fine art. As the world's largest licensor, DCP inspires the imaginations of people around the world by bringing the magic of Disney into consumers' homes with products they can enjoy year-round. DCP is comprised of three business units: Licensing, Publishing and Disney Store. The Licensing business is aligned around five strategic brand priorities: Disney Media, Classics & Entertainment, Disney & Pixar Animation Studios, Disney Princess & Disney Fairies, Lucasfilm and Marvel. Disney Publishing Worldwide (DPW) is the world's largest publisher of children's books, magazines, and digital products and also includes an English language learning business, consisting of over 40 Disney English learning centers across China and a supplemental learning book program. DPW's growing library of digital products includes best-selling eBook titles and original apps that leverage Disney content in innovative ways. The Disney Store retail chain operates across North America, Europe and Japan with more than 350 stores worldwide and is known for providing consumers with high-quality, unique products. Disney's official shopping portals online are www.DisneyStore.com and www.DisneyStore.co.uk. For more information, please visit Disney Consumer Products www.DisneyConsumerProducts.com or follow us at www.YouTube.com/DisneyLiving, www.Facebook.com/DisneyLiving, www.Twitter.com/DisneyLiving, www.Pinterest.com/DisneyLiving and www.Instagram.com/DisneyLiving.

About Marvel Entertainment, LLC

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information, visit marvel.com. ©MARVEL

About 3DPlusMe

3DplusMe is a 3D printing retailtainment experience for consumers helping fans become their favorite gaming, movie or sports hero. Fans can interact with the 3D experience for the Marvel, Assassin's Creed, Major League Baseball, Major League Soccer, Lord of the Rings and Harry Potter. 3DplusMe provides a complete 3D scanning to 3D print and digital character delivery platform that can be experienced at content-driven events and retail locations with the opportunity to interact online. Learn more at 3Dplus.Me.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140918005726/en/>

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