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## **Hasbro and Marvel 'Hero Up' in 2012 with Expanded Line Based on 'MARVEL SUPER HERO SQUAD'**

*Super Hero Adventures, Based On the Hit 'Super Hero Squad' Cartoon Coming to The Hub, Will Debut New Action Figures, Playsets and Plush at New York Toy Fair*

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro](#), Inc. (NASDAQ: HAS) continues to grow and expand its long-term strategic partnership with Marvel Entertainment, LLC, as the global branded play company announces an expanded line of products in its MARVEL SUPER HERO ADVENTURES line. The MARVEL SUPER HERO ADVENTURES brand, which launched under the PLAYSKOOL banner in Fall 2011 based on the popular MARVEL SUPER HERO SQUAD animated program, will bring new excitement from the MARVEL Super Hero Universe to preschoolers and fans of all ages in 2012.

With MARVEL SUPER HERO SQUAD airing beginning January 30th on The Hub television network — a joint venture between Hasbro and Discovery Communications — Hasbro will feature an expanded line of MARVEL SUPER HERO ADVENTURES toys including plans for new action figures, playsets, vehicles, role-play and plush. Some of the new MARVEL SUPER HERO ADVENTURES products will debut during the American International Toy Fair, to be held February 12th — 14th, 2012 in New York City, with even more to come during the rest of the year.

"We look forward to an exciting and growing line of MARVEL SUPER HERO ADVENTURES toys in 2012 to capture the excitement of the world's best-known Super Heroes, which kids will be able to watch every weekday on The Hub," said Eric Nyman, Senior Vice President, Hasbro, Inc. "MARVEL SUPER HERO ADVENTURES is an ideal way to introduce the Marvel Universe to our youngest fans."

"Marvel is thrilled to continue and expand our relationship with Hasbro for MARVEL SUPER HERO ADVENTURES and the MARVEL SUPER HERO SQUAD brand," said JoAnn McLaughlin, Executive Vice President Merchandising — Hard Lines for Marvel. "With the exciting new products debuting in 2012, we're confident that MARVEL SUPER HERO ADVENTURES will reach more Marvel fans than ever before."

### **About Marvel Entertainment**

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 over 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 [www.marvel.com](http://www.marvel.com).

Super Hero(es) is a co-owned registered trademark.

### **About Hasbro**

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is [www.hubworld.com](http://www.hubworld.com). The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2012 Hasbro, Inc. All Rights Reserved.

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