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Hasbro and PEZ International Strike Sweet Global Licensing Deal for My Little Pony Branded PEZ Dispensers and Candy Line

MY LITTLE PONY BRANDED PEZ Line to Debut at Brand Licensing Europe

OLYMPIA, London--(BUSINESS WIRE)-- Two classic brands collaborate to create the sweet taste of success. [Hasbro, Inc.](#) has signed a global licensing agreement with PEZ International to develop a MY LITTLE PONY-branded line of PEZ dispensers, PEZ dextrose fizzy candy, and fizzy rolls. Consumers will be able to unwrap the treats beginning in early 2015 in Germany, France and Austria followed by additional markets worldwide. The new dispensers and candy will be on display at Hasbro Booth #D020 at Brand Licensing Europe in Olympia, London on October 7-9.



The MY LITTLE PONY line of three PEZ dispensers will be based on PINKIE PIE, TWILIGHT SPARKLE and RAINBOW DASH and the assorted fruit candy range will include lemon, strawberry, orange and cherry flavors.

"This is a colorful pairing of two brands with strong pop culture followings," said James Walker, Hasbro Vice President of Brand Licensing, Europe. "The MY LITTLE PONY property has grown to represent more than \$650 million at retail supported by a global fanbase that is deeply drawn to the brand's character-based stories of friendship and magic. PEZ represents an equally avid worldwide consumer base that craves continuous dispenser and candy innovation. We envision the MY LITTLE PONY PEZ line to be a big hit among consumers of all ages."

A MY LITTLE PONY-branded line of PEZ dispensers will be unveiled at Brand Licensing Europe in Olympia, London (Oct. 7 - 9). Under a licensing agreement between Hasbro, Inc. and PEZ International, the dispensers will start to roll out worldwide in early 2015. (Photo: Business Wire)

match", says Gabriele Hofinger, Head of Marketing and Licensing at PEZ.

The MY LITTLE PONY branded PEZ dispensers and candy will be available at popular retail outlets worldwide.

About Pez

The PEZ Group is a globally operating enterprise. In addition to Europe and the USA, the brand's key markets are Japan and Australia. PEZ products are available in over 80 countries. The company manufactures around 60 million dispensers and 4.6 billion candies every year and has 750 employees worldwide. Besides classic PEZ candies and dispensers, the PEZ range has featured a new product success since 2011: PEZ soft. The tasty fruit gums and action dispenser - the first fruit gum dispenser ever - are highly popular and help continue the brand's decades of success. With PEZ Peppermint sugarfree candies, PEZ is once again targeting adults: the retro products conjure up memories of days gone by and are a stylish accessory. The product portfolio also includes various gift packs containing dispensers and candies, seasonal products (Easter, Christmas, Halloween, etc.), and licensed and unlicensed dextrose and fizzy candies. Please visit www.pez.at for more information.

"We are very excited to have the MY LITTLE PONY branded PEZ dispensers in our product range for 2015. The property is a classic, and growing. As PEZ always tries hard to meet the expectations of its young fans and consumers, the MY LITTLE PONY range is the perfect

About Hasbro

[Hasbro, Inc.](#) (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 is responsible for entertainment brand-driven storytelling around Hasbro brands across television, film, commercial productions and short-form. 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 and follow us on Twitter ([@HasbroNews](#)).

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