

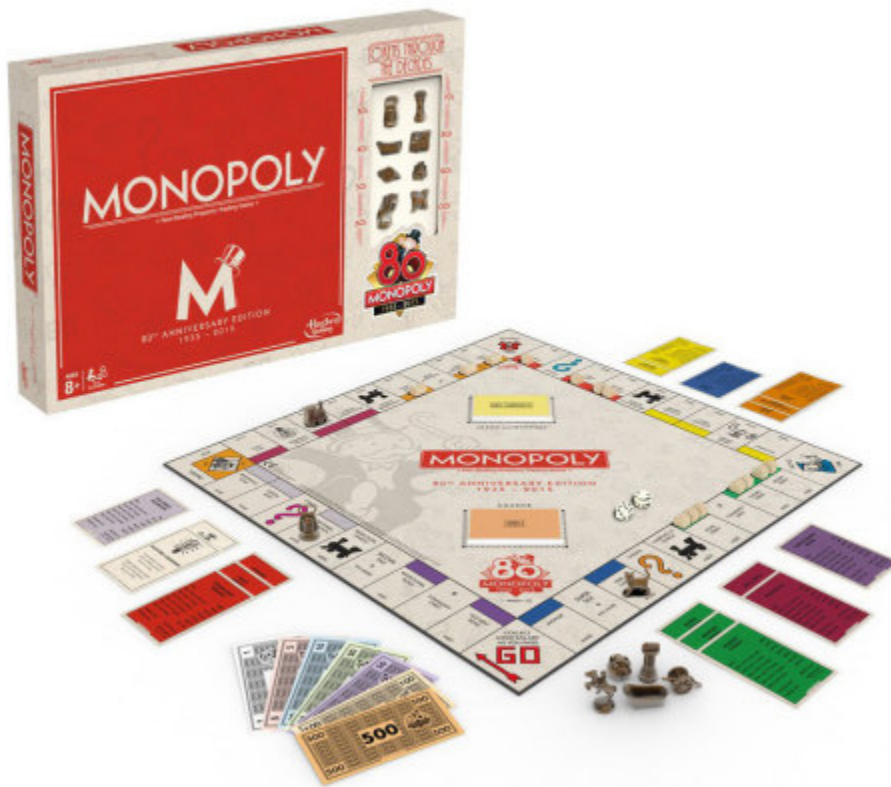


Hasbro Delivers the World's Best Play Experiences at 2015 American International Toy Fair

February 13, 2015

Company Unveils New Introductions from MONOPOLY, MY LITTLE PONY, NERF and More

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) will showcase its 2015 lineup of innovative brand experiences at the American International Toy Fair in New York City.



Monopoly 80th Anniversary Edition (Photo: Business Wire)

fundamental need for play and connection for children and families around the world. The Company's Hasbro Studios creates entertainment brand-driven storytelling across mediums, including television, film and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families every year. Learn more at www.hasbro.com and follow us on Twitter (@Hasbro & @HasbroNews).

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"Following successful receptions at the Nuremberg, London and Hong Kong Toy Fairs earlier in the year, we look forward to unveiling our latest introductions of our consumer-insights led, storytelling-driven brands in New York City, and engaging with customers and fans," said John Frascotti, President, Hasbro Brands. "In 2015, Hasbro will continue to deliver the world's best play experiences with our robust portfolio of properties including our own franchise brands, LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH, TRANSFORMERS and our partner brands including STAR WARS, MARVEL, SESAME STREET and JURASSIC WORLD."

Visit newsroom.hasbro.com to view Hasbro's 2015 Toy Fair Media Kit.

About Hasbro

[Hasbro](http://www.hasbro.com) (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH, TRANSFORMERS, and premier partner brands. From toys and games to television programming, motion pictures, digital gaming and a comprehensive lifestyle licensing program, Hasbro fulfills the

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Source: Hasbro, Inc.

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