



## Hasbro's Toy Line from Star Wars: The Last Jedi Hits Store Shelves at Lightspeed on "Force Friday II", September 1st, 2017

August 31, 2017

*Innovations, Interactive Role-Play and Fan-Favorite Characters Delight Fans of All Ages in Hasbro's Latest Collection*

PAWTUCKET, R.I.--(BUSINESS WIRE)--Aug. 31, 2017-- Find the Force at the nearest retailer when Hasbro unveils its highly-anticipated new toy line for *Star Wars: The Last Jedi* on this year's Force Friday II! The global celebration kicks off with Disney's Find the Force Augmented Reality (AR) experience, key midnight events at retailers around the world, and the mass unveiling of the latest *Star Wars: The Last Jedi* products. This epic celebration features Hasbro's highly anticipated new toy line and expansive collection of figures, role play, vehicles, and more celebrating the debut of *Star Wars: The Last Jedi*, hitting theaters on December 15.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170831005980/en/>



Star Wars Force Link BB-8 2-in-1 Mega Playset (Photo: Business Wire)

In addition to its classic expressions of figures and role play, Hasbro's wide-ranging line of toys will also include innovative and new products. The new FORCE LINK technology combines wearable tech with the beloved characters and vehicles from the *Star Wars* saga to deliver a play experience that brings *Star Wars* stories to life like never before. Use the wearable FORCE LINK band to unlock an extensive collection of sounds, phrases, and lights with compatible figures, accessories, vehicles, and playsets in the 3.75-inch line. In addition, the ELECTRONIC PORG PLUSH and R/C HYPERDRIVE BB-8 offer fans fun, interactive play with their favorite *Star Wars* sidekicks and creatures. Hasbro's vast new offering also includes highly detailed figures and role play from *STAR WARS: THE BLACK SERIES* for collectors celebrating fan favorite characters like Rey with key items including the *STAR WARS: THE BLACK SERIES DELUXE REY'S SPEEDER (JAKKU) VEHICLE*. In addition, Hasbro is offering *Star Wars* themed NERF blasters, lightsabers, masks, playsets and so much more for fans of all ages.

"Toys and authentic storytelling are a crucial part of the *Star Wars* universe, and we can't wait to provide this for our fan community when we launch our most innovative *Star Wars* toy line yet. It's incredible that we've been a part of the *Star Wars* legacy for 40 years, and we're so proud to continue this legacy with *Star Wars: The Last Jedi* toys being unveiled on Force Friday II," said Samantha Lowom, senior vice president at Hasbro.

Force Friday II is a global celebration taking place over 3 days to commemorate the worldwide launch of new products inspired by *Star Wars: The Last Jedi*. Fans are invited to "Find the Force" by participating in a global augmented reality (AR) event mounted at 20,000 retail locations worldwide for Force Friday II weekend (Sept. 1-3). As fans turn up to take home new *The Last Jedi* products, they will have the opportunity to activate a unique

augmented reality experience featuring *Star Wars* characters, including fan-favorites and new surprise additions from the film.

Toys based on *Star Wars: The Last Jedi* as well as classic *Star Wars* characters and *Star Wars Rebels* will be available at 12:01 a.m. on September 1<sup>st</sup> for Force Friday II. In addition to the product being revealed on Force Friday II, new products will continue to be released throughout 2017 and into 2018 as new information about the movie, the plot, and the characters are revealed.

Hasbro's *Star Wars* toy line will be available at most major retailers and at [HasbroToyShop.com](http://HasbroToyShop.com).

#### **STAR WARS: THE LAST JEDI FORCE LINK Action Figures**

- **STAR WARS FORCE LINK STARTER SET**

(Ages 4 years & up/Approx. Retail Price: \$24.99/Available: Fall 2017)

Feel the Force with the FORCE LINK STARTER SET that includes new FORCE LINK wearable technology, allowing fans to activate awesome features in more than 30 compatible *STAR WARS* toys! The FORCE LINK technology unlocks an extensive collection of sounds, phrases, and lights with compatible figures, accessories, vehicles, and playsets. Unleash the power of the Force with exclusive 3.75-inch KYLO REN galaxy figure only available in the STARTER SET, and bring him to life with distinct phrases and sounds from *STAR WARS: THE LAST JEDI*! Includes FORCE LINK wearable technology and exclusive figure. Compatible with all products in the FORCE LINK line, each sold separately. Available at most major retailers and on [HasbroToyShop.com](http://HasbroToyShop.com).

- **STAR WARS 3.75-INCH FIGURE Assortment**

(Ages 4 years & up/Approx. Retail Price: \$7.99/Available: Fall 2017)

Worlds collide as the Resistance and the First Order go head to head in the latest *STAR WARS* battle! Each 3.75-inch figure features five points of articulation and comes with unique battle accessories. Characters include heroes and villains from *STAR WARS: THE LAST JEDI* such as REY (Jedi Training), FINN (Resistance Fighter), LUKE SKYWALKER (Jedi Master), RESISTANCE TECH ROSE, CHEWBACCA, C-3PO, KYLO REN, POE DAMERON (Resistance Pilot), and more. Activate an array of lights, sounds, and figure phrases specific to each character with FORCE LINK gear! Compatible with all products in the FORCE LINK line, each sold separately. Available at most major retailers and on [HasbroToyShop.com](http://HasbroToyShop.com).

- **STAR WARS 3.75-INCH DELUXE FIGURE 2-PACK Assortment**

(Ages 4 years & up/Approx. Retail Price: \$14.99/Available: Fall 2017)

In the battle between good and evil, it's time to pick a side! Enter the world of *STAR WARS: THE LAST JEDI* or recreate the events from other classic *STAR WARS* films. Choose between REY and ELITE PRAETORIAN GUARD or HAN SOLO and BOBA FETT. Each 3.75-INCH DELUXE FIGURE 2-PACK comes with 2 figures and multiple accessories, including a FORCE LINK enabled deluxe accessory. Each pack sold separately. Available at most major retailers and on [HasbroToyShop.com](http://HasbroToyShop.com).

#### **STAR WARS: THE LAST JEDI FORCE LINK Vehicles**

- **STAR WARS: THE LAST JEDI CLASS A Assortment**

(Ages 4 years & up/Approx. Retail Price: \$19.99/Available: Fall 2017)

Imagine being at the forefront of all the action in some of the most iconic *STAR WARS* battles! Choose between the deadly RATHTAR and BALA-TIK figures, or IMPERIAL PROBE DROID and DARTH VADER figure in 3.75-inch scale! All figures in the set are FORCE LINK enabled, with phrases and sounds activated by the wearable technology. Both creature and droid are equipped with true-to-story design and action features to recreate thrilling moments from the *STAR WARS* universe. Includes 1 creature or droid and 1 figure. Each vehicle sold separately. Available at most major retailers and on [HasbroToyShop.com](http://HasbroToyShop.com).

- **STAR WARS: THE LAST JEDI CLASS B VEHICLE Assortment**

(Ages 4 years & up/Approx. Retail Price: \$29.99/Available: Fall 2017)

Race into battle with the finest starships from *STAR WARS: THE LAST JEDI* and explore a galaxy far, far away! Embark on an exciting journey with the CANTO BIGHT POLICE SPEEDER and CANTO BIGHT POLICE figure, or RESISTANCE A-WING FIGHTER and RESISTANCE PILOT TALLIE figure in 3.75-inch scale. All vehicles and figures are FORCE LINK enabled, with phrases and sounds activated by the wearable technology. Includes 1 vehicle and 1 figure. Each vehicle sold separately. Available at most major retailers and on [HasbroToyShop.com](http://HasbroToyShop.com).

- **STAR WARS: THE LAST JEDI RESISTANCE SKI SPEEDER Vehicle**

(Ages 4 years & up/Approx. Retail Price: \$39.99/Available: Fall 2017)

His high-speed RESISTANCE SKI SPEEDER gives him the upper hand when he needs to outrun and outmaneuver the First Order. Imagine soaring through the galaxy as the Resistance's leading pilot, POE DAMERON! Inspired by *STAR WARS: THE LAST JEDI*, this 3.75-inch scale vehicle features blast-off wings with firing projectiles as part of its detailed and intricate design with a motion-tilt mechanism. Figure and vehicle are FORCE LINK enabled, with phrases and sounds activated by the wearable technology. Includes 1 vehicle and 1 figure. Available at most major retailers and on [HasbroToyShop.com](http://HasbroToyShop.com).

HasbroToyShop.com.

- **STAR WARS: THE LAST JEDI 3.75-INCH TIE SILENCER Vehicle**

(Ages 4 years & up/Approx. Retail Price: \$49.99/Available: Fall 2017)

Track down Resistance pilots with KYLO REN'S dangerously fast TIE SILENCER! Like his father HAN SOLO, KYLO REN navigates the *STAR WARS* galaxy with precision and ease, but he uses his high-speed vehicle to fight for the dark side in *STAR WARS:THE LAST JEDI*. The movie-accurate design of this 3.75-inch scale vehicle even features a pop-out torpedo launcher! The vehicle and figure are FORCE LINK enabled; watch the lights illuminate in the rear of the vehicle as well as phrases and sounds activated by the wearable technology. Includes 1 vehicle and 1 figure. Available at most major retailers and on HasbroToyShop.com.

#### **STAR WARS: THE LAST JEDI FORCE LINK Playset**

- **STAR WARS FORCE LINK BB-8 2-IN-1 MEGA PLAYSET (with FORCE LINK WEARABLE BAND)**

*Available in US, UK, Australia, China, and Singapore*

(Ages 4 years & up/Approx. Retail Price: \$199.99/Available: Fall 2017)

The power of the Force is in your hands with FORCE LINK! Activate incredible FORCE LINK sounds and phrases in the BB-8 2-IN-1 MEGA PLAYSET. On the outside, this playset resembles the iconic astromech droid BB-8 from *STAR WARS:THE LAST JEDI*. Open the BB-8 exterior to uncover a multi-level playset where the real fun begins! This playset features 3 FORCE LINK activation areas with sounds and phrases, as well as 6 play areas to recreate favorite scenes. Discover tons of awesome features such as hidden trap doors, a firing canon with sound effects, and more! The playset also includes 3.75-inch SUPREME LEADER SNOKE and ELITE PRAETORIAN GUARD (with Single Blade) FORCE LINK-activated figures. Includes playset, FORCE LINK wearable technology, 2 figures, and accessory. Requires 3 1.5V AA Alkaline batteries, not included. Compatible with all products in the FORCE LINK line, each sold separately. Available at most major retailers and on HasbroToyShop.com.

- **STAR WARS FORCE LINK BB-8 2-IN-1 MEGA PLAYSET**

*Available in Canada, France, and Spain*

(Ages 4 years & up/Approx. Retail Price: \$179.99/Available: Fall 2017)

The power of the Force is in your hands with FORCE LINK! Activate incredible FORCE LINK sounds and phrases in the BB-8 2-IN-1 MEGA PLAYSET. On the outside, this playset resembles the iconic astromech droid BB-8 from *STAR WARS:THE LAST JEDI*. Open the BB-8 exterior to uncover a multi-level playset where the real fun begins! This playset features 3 FORCE LINK activation areas with sounds and phrases, as well as 6 play areas to recreate favorite scenes. Discover tons of awesome features such as hidden trap doors, a firing canon with sound effects, and more! The playset also includes 3.75-inch SUPREME LEADER SNOKE and ELITE PRAETORIAN GUARD (with Single Blade) FORCE LINK-activated figures. Includes playset, 2 figures, and accessory. FORCE LINK wearable technology sold separately. Requires 3 1.5V AA Alkaline batteries, not included. Compatible with all products in the FORCE LINK line, each sold separately. Available at most major retailers and on HasbroToyShop.com.

#### **STAR WARS: THE LAST JEDI Hero Series Figures**

- **STAR WARS 12-INCH FIGURE Assortment**

(Ages 4 years & up/Approx. Retail Price: \$9.99/Available: Fall 2017)

Embrace the next *STAR WARS* adventure in 12-inch scale! Characters include heroes and villains from the *STAR WARS* universe such as REY, POE DAMERON, FIRST ORDER STORMTROOPER, KYLO REN, YODA, and more. Each 12-inch figure is crafted with five points of articulation and features a unique accessory. Each figure sold separately. Available at most major retailers and on HasbroToyShop.com.

- **STAR WARS 12-INCH ELECTRONIC DUEL FIGURE Assortment**

(Ages 4 years & up/Approx. Retail Price: \$19.99/Available: Fall 2017)

Bring favorite *STAR WARS* movie moments to life with these 12-inch electronic figures! Squeeze each figure's legs to activate authentic lights and battle sounds. Choose between the IMPERIAL DEATH TROOPER from *ROGUE ONE: A STAR WARS STORY* or the ELITE PRAETORIAN GUARD from *STAR WARS: THE LAST JEDI*. Each figure sold separately. Requires one 1.5V AA battery. Available at most major retailers and on HasbroToyShop.com.

- **STAR WARS 12-INCH INTERACTECH KYLO REN Figure**

(Ages 4 years & up/Approx. Retail Price: \$29.99/Available: Fall 2017)

Step over to the dark side with the 12-INCH INTERACTECH KYLO REN figure that responds to how you play! This dark warrior features more than 65 light and sound effects, bringing KYLO REN to life right in front of your eyes. Watch him in action in *STAR WARS:THE LAST JEDI* with an over-the-top collection of battle sounds and unique phrases as he leads the fight against the Resistance. Unleash even more interactive fun by waving his light-up lightsaber or putting on his helmet to hear additional combat noises and sounds. With motion sensors that activate different effects, the

INTERACTECH KYLO REN figure surprises each *STAR WARS* fan with a new, engaging experience. Includes figure and 2 accessories. Requires 2 1.5V AA Alkaline batteries, included. Available at most major retailers and on HasbroToyShop.com.

#### **STAR WARS: THE LAST JEDI Role Play**

- **STAR WARS BLADEBUILDERS ELECTRONIC LIGHTSABER Assortment**  
(Ages 4 years & up/Approx. Retail Price: \$19.99/Available: Fall 2017)  
Discover what it takes to become a Jedi Master or a Sith Lord! The BLADEBUILDERS ELECTRONIC LIGHTSABER features outstanding light and sound features for any battle that awaits. Choose from MACE WINDU, REY, DARTH VADER, or LUKE SKYWALKER. Compatible with BLADEBUILDERS LIGHTSABER components, each sold separately. Requires 3 AAA batteries, not included. Available at most major retailers and on HasbroToyShop.com.
- **STAR WARS BLADEBUILDERS EXTENDABLE LIGHTSABER Assortment**  
(Ages 4 years & up/Approx. Retail Price: \$9.99/Available: Fall 2017)  
Activate the power of the Force with these BLADEBUILDERS EXTENDABLE LIGHTSABERS! Watch the lightsaber extend into action with a flick of the wrist. Choose between REY from *STAR WARS: THE LAST JEDI*, KANAN JARRUS from *STAR WARS: REBELS*, LUKE SKYWALKER from *STAR WARS: RETURN OF THE JEDI*, or DARTH VADER from *STAR WARS: A NEW HOPE*. Compatible with BLADEBUILDERS LIGHTSABER components, each sold separately. Available at most major retailers and on HasbroToyShop.com.
- **STAR WARS BLADEBUILDERS PATH OF THE FORCE LIGHTSABER**  
(Ages 4 years & up/Approx. Retail Price: \$49.99/Available: Fall 2017)  
Young Padawans can choose to follow the dark side or the light side with this premium lightsaber! Imagine fighting on the light side by attaching a Jedi connector piece and automatically activating blue light effects, or simply switch the connector piece to battle with a red Sith blade. For more action, press the button on the connector piece to expand for ultimate customization! Compatible with BLADEBUILDERS LIGHTSABER components, each sold separately. Includes lightsaber and 2 premium connectors. Requires 3 1.5V AAA Alkaline batteries, not included. Available at most major retailers and on HasbroToyShop.com.
- **STAR WARS: THE LAST JEDI KYLO REN DELUXE LIGHTSABER**  
(Ages 6 years & up/Approx. Retail Price: \$69.99/Available: Fall 2017)  
Feel the power of the Dark Side with the *STAR WARS: THE LAST JEDI* KYLO REN DELUXE LIGHTSABER! Battle the Resistance and defend from every angle with KYLO REN'S glowing red blade featuring authentic movie power-up sounds and pulsating light effects! Requires 3 1.5V AA batteries, included. Available at most major retailers and on HasbroToyShop.com.
- **STAR WARS: THE LAST JEDI ROLE PLAY MASKS Assortment**  
(Ages 4 years & up/Approx. Retail Price: \$9.99/Available: Fall 2017)  
Suit up as a hero or villain with role play masks inspired by *STAR WARS: THE LAST JEDI*! Choose from POE DAMERON, CAPTAIN PHASMA, FIRST ORDER STORMTROOPER, or KYLO REN. Each mask sold separately. Available at most major retailers and on HasbroToyShop.com.
- **STAR WARS: THE LAST JEDI FIRST ORDER STORMTROOPER ELECTRONIC MASK**  
(Ages 5 years & up/Approx. Retail Price: \$34.99/Available: Fall 2017)  
Pretend to battle as a FIRST ORDER STORMTROOPER with this electronic mask that amplifies your voice with the push of a button! Imagine marching alongside the First Order with this iconic mask from *STAR WARS: THE LAST JEDI*. Requires 3 1.5V AA batteries, included. Available at most major retailers and on HasbroToyShop.com.

#### **STAR WARS: THE LAST JEDI NERF Glowstrike Blasters**

- **STAR WARS: THE LAST JEDI NERF GLOWSTRIKE POE DAMERON Blaster**  
(Ages 6 years & up/Approx. Retail Price: \$24.99/Available: Fall 2017)  
The First Order is no match for the strong-willed Resistance forces with the NERF GLOWSTRIKE POE DAMERON Blaster! Featuring GLOWSTRIKE technology light effects and glow-in-the-dark darts, missions can continue from day into night. This front-load, single-shot blaster will send stormtroopers running! Includes 3 Elite GLOWSTRIKE darts. Requires 1 1.5V AA battery, included. Available at most major retailers and on HasbroToyShop.com.
- **STAR WARS: THE LAST JEDI NERF GLOWSTRIKE CAPTAIN PHASMA Blaster**  
(Ages 6 years & up/Approx. Retail Price: \$44.99/Available: Fall 2017)  
Imagine commanding the troops of the First Order with the NERF GLOWSTRIKE CAPTAIN PHASMA Blaster! This 5-dart barrel fires 1 dart at a time and makes after-dark battles possible with GLOWSTRIKE technology light effects and glow-in-

the-dark darts. Includes 5 Elite GLOWSTRIKE darts. Requires 3 1.5V AAA alkaline batteries, included. Available at most major retailers and on HasbroToyShop.com.

- **STAR WARS: THE LAST JEDI NERF GLOWSTRIKE FIRST ORDER STORMTROOPER DELUXE Blaster**

(Ages 6 years & up/Approx. Retail Price: \$69.99/Available: Fall 2017)

The Resistance doesn't stand a chance against this NERF GLOWSTRIKE DELUXE Blaster! Fight like a FIRST ORDER STORMTROOPER with laser blast sound effects and motorized blasting that fires 12 darts in a row. Storm into battle anytime, anywhere with GLOWSTRIKE technology light effects and glow-in-the-dark darts. Includes stock, barrel tip, clip attachment piece, eyepiece, 12-dart clip, and 12 Elite GLOWSTRIKE darts. Requires 4 1.5V AA batteries, included. Available at most major retailers and on HasbroToyShop.com.

#### **STAR WARS: THE LAST JEDI Integrated Play**

- **STAR WARS: THE LAST JEDI ELECTRONIC PORGPLUSH**

(Ages 4 years & up/Approx. Retail Price: \$39.99/Available: Fall 2017)

Imagine PORGS scurrying around their home of Ahch-To Island as they spy on Jedi Master LUKE SKYWALKER in hiding! Befriend this small and curious creature with the ELECTRONIC PORG PLUSH. Inspired by *STAR WARS: THE LAST JEDI*, this plush creature interacts and entertains *STAR WARS* fans. It waves and flaps its arms as it moves and waddles. It also features authentic PORG sound effects such as tweeting, chirping, and more! Requires 3 1.5V AA Alkaline batteries, included. Available at most major retailers and on HasbroToyShop.com.

- **STAR WARS HYPERDRIVE BB-8**

(Ages 5 years & up/Approx. Retail Price: \$99.99/Available: Fall 2017)

Roll into action with the HYPERDRIVE BB-8! This remote-controlled droid makes expressive droid sounds and lights up as kids lead him into adventure. Follow the brave and loyal droid as he rolls in any direction at accelerated speeds and moves his head front, back, and side-to-side. HYPERDRIVE BB-8 responds when you talk to him, includes a turbo speed function, and features move-accurate lights! Includes remote control. Requires 6 1.5V AA and 2 1.5V AAA Alkaline batteries, not included. Available at most major retailers and on HasbroToyShop.com.

#### **STAR WARS: THE BLACK SERIES Action Figures, Vehicles & Figure Expressions**

- **STAR WARS: THE BLACK SERIES 6-INCH Figure Assortment**

(Ages 4 years & up/Approx. Retail Price: \$19.99/Available: Fall 2017)

Take the action and adventure of *STAR WARS: THE LAST JEDI* to the next level with incredibly detailed *STAR WARS: THE BLACK SERIES* figures. These 6-inch scale figures are designed with extensive detail and articulation for the ultimate *STAR WARS* collector. Characters include REY (Jedi Training), LUKE SKYWALKER (Jedi Master), KYLO REN, and more. Each figure sold separately. Available at most major retailers and on HasbroToyShop.com.

- **STAR WARS: THE BLACK SERIES 3.75-INCH TITANIUM SERIES Figure Assortment**

(Ages 4 years & up/Approx. Retail Price: \$14.99/Available: Fall 2017)

Bring home the adventure from *STAR WARS: THE FORCE AWAKENS* with 3.75-INCH TITANIUM SERIES figures featuring movie-real design and extensive articulation. Comes with iconic battle accessories inspired by the movie, as well as a display base and double-sided backdrop to recreate your favorite unforgettable moments. Characters include REY, FINN, KYLO REN, and CAPTAIN PHASMA. Each figure sold separately. Available at most major retailers and on HasbroToyShop.com.

- **STAR WARS: THE BLACK SERIES CENTERPIECE DARTH VADER Figure**

(Ages 14 years & up/Approx. Retail Price: \$49.99/Available: Fall 2017)

Showcase some of the most incredible *STAR WARS* battle scenes. Each CENTERPIECE Figure Dramatic Moments collection features iconic scenes enhanced with premium light. This statuesque DARTH VADER figure captures a dynamic pose inspired by Darth Vader's debut in *STAR WARS: A NEW HOPE* that you cannot achieve with any other *STAR WARS: THE BLACK SERIES* figure, and provides a scene that you can build your existing figures around. Available at most major retailers and on HasbroToyShop.com.

- **STAR WARS: THE BLACK SERIES CENTERPIECE LUKE SKYWALKER Figure**

(Ages 14 years & up/Approx. Retail Price: \$49.99/Available: Fall 2017)

Showcase some of the most incredible *STAR WARS* battle scenes. Each CENTERPIECE Figure Dramatic Moments collection features iconic scenes enhanced with premium light. This statuesque LUKE SKYWALKER figure captures a dynamic pose inspired by the battle of Hoth in *STAR WARS: THE EMPIRE STRIKES BACK* that you cannot achieve with any other *STAR WARS: THE BLACK SERIES* figure, and provides a scene that you can build your existing figures around. Available at most major retailers and on HasbroToyShop.com.

- **STAR WARS: THE BLACK SERIES DELUXE LUKE SKYWALKER X-34 LANDSPEEDER VEHICLE**

(Ages 4 years & up/Approx. Retail Price: \$59.99/Available: Fall 2017)

Imagine defending the galaxy with this premium 6-inch scale vehicle from the *STAR WARS* saga! These machines carefully crafted with true-to-story design and elaborate detail, including a highly articulated LUKE SKYWALKER. Includes vehicle, figure, and collector stand. Available at most major retailers and on HasbroToyShop.com.

- **STAR WARS: THE BLACK SERIES DELUXE REY'S SPEEDER (JAKKU) VEHICLE**

(Ages 4 years & up/Approx. Retail Price: \$59.99/Available: Fall 2017)

Imagine defending the galaxy with this premium 6-inch scale vehicle from the *STAR WARS* saga! This machine is carefully crafted with true-to-story design and elaborate detail, including a highly articulated REY (Jakku). Includes vehicle, figure, and collector stand. Available at most major retailers and on HasbroToyShop.com.

#### **STAR WARS: THE BLACK SERIES Premium Role Play**

- **STAR WARS: THE BLACK SERIES POE DAMERON ELECTRONIC HELMET**

(Ages 8 years & up/Approx. Retail Price: \$79.99/Available: Fall 2017)

Put on this deluxe helmet from THE BLACK SERIES and get ready to take flight as skilled X-Wing fighter pilot POE DAMERON. Experience battle like never before with a surround sound speaker system that amplifies X-WING and TIE FIGHTER vehicle sounds and transmits communications from loveable sidekick BB-8. This unique helmet features exquisite deco and movie-accurate detail, putting collectors right in the middle of the action. Requires 3 1.5V AAA batteries, not included. Available at most major retailers and on HasbroToyShop.com.

- **STAR WARS: THE BLACK SERIES FORCE FX LIGHTSABER Assortment**

(Ages Adult/Approx. Retail Price: \$174.99/Available: Fall 2017)

The power of the Force is in your hands with the *STAR WARS: THE BLACK SERIES FORCE FX LIGHTSABER!* This incredibly detailed REY lightsaber features a quality metal hilt, built-in accelerometer, realistic light effects, and battle-clash sounds. Each lightsaber sold separately and includes a clear display stand. Requires 3 1.5V AA alkaline batteries, not included. Available at most major retailers and on HasbroToyShop.com.

#### **STAR WARS: Hasbro Gaming**

- **YAHTZEE DUELS: STAR WARS Edition Game**

(Ages 8 years & up/ Players: 2/Approx. Retail Price: \$19.99/Available: Fall 2017)

Fans can shake, score, and shout with the YAHTZEE DUELS *STAR WARS* Edition Game! Players start their battle by rolling the dice to match the symbols on their opponent's Force Shield gameboard. Once a match is made, players remove that piece of the shield. Collect all the shield pieces from your opponent to win! The YAHTZEE DUELS *STAR WARS* Edition Game includes two game boards, two characters, and 5 die. Available at select retailers nationwide and HasbroToyShop.com.

- **HEAD HINTS: STAR WARS Edition Game**

(Ages 7 years & up/ Players: 3-4/Approx. Retail Price: \$9.99/Available: Fall 2017)

Heads up! In this hilarious game of clues, guesses, and silly stunts, players put on their *STAR WARS* inspired character glasses, insert a card, and help each other guess which mystery card they have! Can you guess which *STAR WARS* inspired card you have? The first player to correctly guess 6 mystery cards wins. The HEAD HINTS: *STAR WARS* Edition Game includes 12 mystery cards and 4 character masks. Available at select retailers nationwide and HasbroToyShop.com

- **BATTLESHIP: STAR WARS Edition Game**

(Ages 7 years & up/ Players: 2/Approx. Retail Price: \$19.99/Available: Fall 2017)

Hunt, strike, and win with this *Star Wars* themed BATTLESHIP game. Players can choose to play as an X-wing pilot or TIE Fighter pilot as they set out to destroy their opponent's starship fleet to win. It's an intergalactic head-to-head battle as players track down enemy starships, call the shot, and "fire". Keep "firing" and record strikes with the red pegs, and use the white pegs to keep track of misses to avoid wasted shots. Who will rule the galaxy in this game that combines competition, strategy, and excitement?

#### **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, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. Hasbro ranked No. 1 on the 2017 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 six years. Learn more at [www.hasbro.com](http://www.hasbro.com), and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

© 2017 Hasbro, Inc. All Rights Reserved.

STAR WARS and related properties are trademarks and/or copyrights, in the United States and other countries, of Lucasfilm Ltd. and/or its affiliates. © & TM Lucasfilm Ltd.

HAS-B

View source version on businesswire.com: <http://www.businesswire.com/news/home/20170831005980/en/>

Source: Hasbro

Hasbro, Inc.

Sarah Selbach, 401-727-5549

[Sarah.selbach@hasbro.com](mailto:Sarah.selbach@hasbro.com)