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FOR IMMEDIATE RELEASE

SAVVi creates Friendship Magic with MY LITTLE PONY Products at NYTF

TUCSON, Ariz. – Feb. 15 2019 – SAVVi’s newest MY LITTLE PONY product line is “sure as sugar,” featuring collectible Skin Sugar Glitter Tattoo kits for every pony including Twilight Sparkle, Rainbow Dash, Pinkie Pie, Fluttershy, Rarity and Applejack. The new MY LITTLE PONY product line will also include coloring and activity kits, and will be revealed at the 2019 New York Toy Fair, Feb. 16 through Feb. 19.

MY LITTLE PONY Skin Sugar Glitter Tattoo kits are a trendy way to sparkle with your squad! Each kit includes four sets of tattoo sheets, one application brush and two tubs of glitter to customize tattoos. Simply apply tattoo designs to skin, then sprinkle on glitter to create a unique set of glitter tattoos. The kit will also include one metallic temporary tattoo sheet featuring Twilight Sparkle, Rainbow Dash, Pinkie Pie, Fluttershy, Rarity or Applejack.

“SAVVi is excited to offer new MY LITTLE PONY Skin Sugar Glitter Tattoo kits. They are the perfect activity for young fashionistas, and encourage sharing with friends,” said Samantha Williams, License Director for SAVVI. “Each pony-specific kit is fun and sparks creativity on its own, but when friends bring different pony kits together the magic of sharing and friendship really happens.”

MY LITTLE PONY continues to drive contemporary trends including SAVVi’s newest Skin Sugar Glitter Tattoo kits which will appeal to a broad audience and provide unlimited creative potential.

Saddle up and check out booth 681 to see our MY LITTLE PONY product collection at the New York Toy Fair.

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At SAVVi, we have been creating children’s products that encourage imaginative play since 1989. Well over 2 billion products have been produced and sold since 1989. As we continue to move forward in our Tucson, Arizona headquarters, 100 percent of our products continue to be proudly imagineered and designed in-house, while the majority of these are also American Made. Featuring today’s most popular media properties including Hasbro, Nickelodeon, PEEPs and Marvel, and newest technologies, our time-honored toys and play activities foster creativity and provide children with engaging and fun recreational learning.

About Hasbro, Inc.

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, BABY ALIVE and MAGIC: THE GATHERING, as well as premier partner brands. Through its entertainment labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 5 on the 2018 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 seven years. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro) and Instagram (@Hasbro).

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