

IMAGINE RESORTS AND HOTELS TO BRING TOP HASBRO BRANDS TO LIFE WITH THEMED RESORT AND INDOOR WATER PARK

First-of-its-Kind Resort to Open by 2022

PAWTUCKET, RI--DATE – Imagine Resorts and Hotels, LLC (“Imagine”) and Hasbro, Inc., (NASDAQ: HAS) today announced that they have entered into a licensing agreement to develop the first-ever Hasbro themed indoor water park and family resort. The resort will include themed hotel rooms, an indoor water park, themed entertainment, and food and beverage offerings, all inspired by Hasbro’s beloved portfolio of brands. The resort is slated to open in a soon to be disclosed location by 2022.

Under the terms of the agreement, Imagine will co-conceptualize, create, build and operate the resort which will feature themed installations and experiences based on a range of top Hasbro brands including, MY LITTLE PONY, NERF, MONOPOLY, MR. POTATO HEAD, CANDY LAND, HUNGRY HUNGRY HIPPOS, MAGIC: THE GATHERING and more.

“We are thrilled to work with Imagine’s deeply experienced leadership team to bring Hasbro brands to life in exciting new ways,” said Casey Collins, SVP of Consumer Products, Hasbro. “Our goal is to bring engaging brand experiences to audiences everywhere and we are confident that Imagine’s new resort and water park will provide families with a memorable, one of a kind experience.”

“Hasbro is the ideal partner for our new endeavor,” said Bruce Neviaser, Imagine Hotels and Resorts. “Its family-friendly, globally-relevant brands provide us with an amazing palette to work with as we create the ultimate vacation resort for families and fans.”

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](https://twitter.com/Hasbro)) and Instagram ([@Hasbro](https://www.instagram.com/hasbro)).
HasbroBrandPR@Hasbro.com

About Imagine Resorts and Hotels LLC

Imagine Resorts and Hotels, LLC (Imagine Resorts) is a Hospitality and Management Company created with a vision to redefine the family vacation experience through active play and multi-generational engagement. Founded by the innovators of the original Great Wolf Lodge portfolio, the Imagine Resorts team has created the industry model for immersive recreation and engaging entertainment to foster an unprecedented level of fun and family interaction. Each destination property is designed to create a broadly-inclusive family experience which surpasses any resort of similar size. Anchored by vast, highly-themed indoor and outdoor water parks, guests experience an extensive array of innovative amenities, captivating attractions and dynamic recreation offerings, all crafted to encourage active, family connection. Luxurious spa facilities, multiple and distinctive dining experiences throughout, as well as state-of-the art convention and meeting spaces are seamlessly integrated. Through strong leadership, a passionate vision and an unsurpassed management and operations team, there simply is no better place to be a family than at an Imagine Resort. Learn more at www.ImagineResortsandHotels.com.

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