

## **4<sup>th</sup> Dimension Entertainment**

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FOR IMMEDIATE RELEASE

### **4<sup>TH</sup> DIMENSION ENTERTAINMENT INTRODUCES A NEW LINE OF HIGH-END SPECIALTY PLUSH TOYS FOR THE MY LITTLE PONY BRAND**

There is a new line of My Little Pony plush toys arriving this spring!

4<sup>th</sup> Dimension Entertainment is proud to announce, under license from Hasbro, Inc., a new line of highly-detailed collectible plush toys based on the *My Little Pony: Friendship is Magic* animated series, created by Hasbro Studios and currently airing on the HUB TV Network in the US.

*“TWILIGHT SPARKLE, being a central figure and initial voice of the show, felt natural as the first of the line to be released as a special preview of what is to come. She stands about 11 inches tall from head to hoof, and is made of a soft and colorful microfiber fabric. Her eyes, mouth and other features are added using detailed embroidery. From her vibrant violet and magenta mane and light lavender body, her endearing smile and adorable cutie mark, this huggable TWILIGHT SPARKLE is ready to make new friends to cuddle with!”*

--4<sup>th</sup> Dimension Entertainment

Following the release of TWILIGHT SPARKLE will be the release of FLUTTERSHY and PINKIE PIE who, along with TWILIGHT SPARKLE, will complete the first wave for the series.

The second wave, which will follow soon after the first release, will complete the six members of the main cast, including APPLEJACK, RARITY, and RAINBOW DASH.

*“The plush in the first and second assortments will be available for purchase at your local comic book retailer, at various tradeshow and conventions, as well as online at 4de.com. Prepare for the first of the line to go on sale in June, and to be the perfect gift for the My Little Pony fan in your life!”*

--4<sup>th</sup> Dimension Entertainment

“We are very pleased to be working with 4<sup>th</sup> Dimension Entertainment to bring these beautifully designed plush toys based on our MY LITTLE PONY characters. Our fans will enjoy adding these to their MY LITTLE PONY collection, said Bryony Bouyer, SVP Global Franchise Development & Marketing”

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For more information about this new plush line and any new releases, please visit [4DE.com](http://4DE.com). For any questions or inquiries regarding this line, please email us at [MLP@4DE.com](mailto:MLP@4DE.com).

### **About 4<sup>th</sup> Dimension Entertainment:**

4th Dimension Entertainment is a publishing and design company specializing in books, graphic novels, manga, and related materials and merchandise. 4th Dimension Entertainment was founded on the philosophy that the cornerstones of any long-term success in the creative industries are quality artwork, well-developed characters and stories, and a creative team that strives to build enduring products that excite and enchant audiences, exemplified by such 4<sup>th</sup> Dimension Entertainment properties as *The Phoenix Requiem*, *Knite*, and the Eisner Award nominated *Lackadaisy*.

### **About Hasbro**

Hasbro, Inc. (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. 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, well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Company's Hasbro Studios develops and produces television programming for markets around the world. The Hub TV Network is part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), in the U.S. 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](http://www.hasbro.com).

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