

MEDIA RELEASE

VICTORY HILL EXHIBITIONS TEAMS WITH HASBRO FOR NEW 'TRANSFORMERS' EXHIBIT



NEW YORK, 18 November 2015 - Victory Hill Exhibitions announced today plans to roll-out a new strategic initiative with Hasbro and its iconic TRANSFORMERS franchise. Set to open in 2016, The Transformers Experience will be a revolutionary new walk-through exhibit that immerses audiences in the world of the Autobots and their ongoing battle to protect Earth against the evil Decepticons.

Through the use of leading 3D stereoscopic technologies, advanced robotics, dynamic multimedia and projection mapping, intricate sets and engaging performances, audiences will be taken on a journey that will enable them to witness the sheer spectacle of these life size sentient, living robotic beings.

“The TRANSFORMERS franchise is one of the most recognizable of all time,” said Nicholas Cooper, Chief Creative Officer of Victory Hill Exhibitions. “With such a rich story universe that expands across all platforms including digital, broadcast, theatrical, print and toy, this is the perfect time to debut an exhibition of this scale and magnitude. TRANSFORMERS fans of all generations know the names Optimus Prime and Megatron and with this new exhibit we are going to bring those larger-than-life characters into our world in an equally larger-than-life way.”

“Since its launch in 1984, TRANSFORMERS rich immersive storylines and iconic characters have entertained generations of fans through film, publishing and TV,” said Tom Warner, Senior Vice President- Transformers Franchise. “We are excited to work with Victory Hill Exhibitions and

see our robots brought to life through a multi-sensory interactive experience for fans around the world.”

Victory Hill and Hasbro, Inc. will announce more information on The Transformers Experience in the coming days and weeks.

About Victory Hill Exhibitions

Victory Hill Exhibitions is an exhibition Production and Distribution Company focused on delivering engaging, educational and interactive exhibitions for the global market. The company is the industry leader in creating and delivering innovative and captivating content for events, exhibitions, interior architecture and experiential environmental spaces. With a focus on developing long term trusted and strategic relationships Victory Hill Exhibitions has over 25 years of combined experience delivering some of the most renowned and critically acclaimed exhibitions to the museum and entertainment industries. Using the latest technological capabilities and storytelling techniques, Victory Hill delivers impressive, visually appealing, educational content, and entertainment enjoyed by visitors of all ages. Recently acquired by Singapore-listed Cityneon Holdings Ltd, Victory Hill Exhibitions is a 100% subsidiary of a main-board company with the Singapore Stock Exchange. For more information visit www.victoryhillexhibitions.com.

About Hasbro

About Hasbro: Hasbro (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 and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and lifestyle licensing, Hasbro fulfills the fundamental need for play and connection with children and families around the world. The Company's Hasbro Studios and its film label, ALLSPARK PICTURES, create entertainment brand-driven storytelling across mediums, including television, film, digital 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. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro & @HasbroNews) and Instagram (@Hasbro).

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