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**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

VIZ MEDIA CELEBRATES FRIENDSHIP AND ADVENTURE IN THIS SUMMER’S RELEASE OF

*THE ART OF MY LITTLE PONY: THE MOVIE*

*Lavish Hardcover Edition Explores The Magical Full-Color Artwork Of MY LITTLE PONY: THE MOVIE Based On Hasbro’s Global Bestselling Brand*

**San Francisco, CA, April 24, 2017 –** VIZ Media, LLC (VIZ Media),a premier company in the fields of publishing, animation distribution, and global entertainment licensing, teams up with global play and entertainment company, Hasbro, Inc. (NASDAQ: HAS), to present the colorful world of MY LITTLE PONY in a unique new art book. THE ART OF MY LITTLE PONY: THE MOVIE will be published in print and digital under license from Hasbro, Inc. and will debut at retail and online platforms on August 29th. Lionsgate is releasing MY LITTLE PONY: THE MOVIE in theaters nationwide on October 6, 2017.

THE ART OF MY LITTLE PONY: THE MOVIE is a deluxe hardcover volume filled with concept material, production stills, sketches and more, accompanied by insightful commentary from many of the artists, designers, and animators who worked on the film. The book will carry a print MSRP of $39.99 U.S. / $53.99 CAN and will launch digitally with an MSRP of $19.99 via [VIZ.com](http://www.viz.com) and the VIZ Manga App, as well as from the Nook, Kobo, Kindle, iBooks, comiXology, and Google Play stores.

Explore the making of MY LITTLE PONY: THE MOVIE with exclusive behind-the-scenes material from the creators of the film. This gorgeous hardcover volume includes concept sketches, notes, character designs, and pages and pages of magical, full-color artwork accompanied by commentary from the director, screenwriter, and character designers.

In Hasbro’s MY LITTLE PONY: THE MOVIE, a new dark force threatens Ponyville, and the Mane 6 – Twilight Sparkle, Applejack, Rainbow Dash, Pinkie Pie, Fluttershy, and Rarity – embark on an unforgettable journey beyond Equestria where they meet new friends and face exciting challenges on a quest to use the magic of friendship to save their home.

“An immeasurable amount of time, passion, and heart has gone into the creation of MY LITTLE PONY:THE MOVIE, Allspark Pictures’ first full-length animated film,” said Michael Kelly, Head of Global Publishing, Hasbro. “The team at VIZ Media did a tremendous job bringing the movie making process to life in an exquisite book that is sure to be a collectors’ item.”

“This beautiful art book celebrates the feature film in a way you really won’t see anywhere else,” says Leyla Aker, Senior Vice President, Publishing at VIZ Media. “The exclusive art and commentary provided by key film staff provides fans from every generation with the opportunity to appreciate the love and labor that went into developing this exciting new addition to the world of MY LITTLE PONY.”

Since its introduction by Hasbro in 1983, MY LITTLE PONY has become one of the world’s most popular brands of animation, toys, games, and related products. The 2010 animated series, MY LITTLE PONY: FRIENDSHIP IS MAGIC, rebooted the original cartoon from the mid-80s and has to-date grossed more than $1 billion worldwide (*Global License!,* *5/16*). Season 7 of MY LITTLE PONY: FRIENDSHIP IS MAGIC is slated to launch on Discovery Family in the United States on April 15th.

For additional information on THE ART OF MY LITTLE PONY: THE MOVIE or other titles available from VIZ Media, please visit [VIZ.com](http://www.viz.com/).

**About Hasbro, Inc.**

[Hasbro](http://cts.businesswire.com/ct/CT?id=smartlink&url=http%253A%252F%252Fwww.hasbro.com%252Fen_US%252F&esheet=51120871&newsitemid=20150609006722&lan=en-US&anchor=Hasbro&index=2&md5=323b5b145172db50050fe8a07ef2beaa) (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](http://cts.businesswire.com/ct/CT?id=smartlink&url=http%253A%252F%252Fwww.hasbro.com%252F&esheet=51120871&newsitemid=20150609006722&lan=en-US&anchor=www.hasbro.com&index=3&md5=1a3366471408237a95829a1b6adeae14), and follow us on Twitter ([@Hasbro](http://cts.businesswire.com/ct/CT?id=smartlink&url=https%253A%252F%252Ftwitter.com%252FHasbro&esheet=51120871&newsitemid=20150609006722&lan=en-US&anchor=%2540Hasbro&index=4&md5=b213f22250cedb45acf2c04f724b17b5) & [@HasbroNews](http://cts.businesswire.com/ct/CT?id=smartlink&url=https%253A%252F%252Ftwitter.com%252FHasbroNews&esheet=51120871&newsitemid=20150609006722&lan=en-US&anchor=%2540HasbroNews&index=5&md5=c1a66130b69a7e63ed868a76e3fc7bc8)) and Instagram ([@Hasbro](https://instagram.com/hasbro/?hl=en)).

**About VIZ Media, LLC**

Established in 1986, VIZ Media is the premier company in the fields of publishing, animation distribution, and global entertainment licensing. Along with its popular digital magazine WEEKLY SHONEN JUMP and blockbuster properties like NARUTO, DRAGON BALL, SAILOR MOON, and POKÉMON, VIZ Media offers an extensive library of titles and original content in a wide variety of book and video formats, as well as through official licensed merchandise. Owned by three of Japan's largest publishing and entertainment companies, Shueisha Inc., Shogakukan Inc., and Shogakukan-Shueisha Productions, Co., Ltd., VIZ Media is dedicated to bringing the best titles for English-speaking audiences worldwide.

Learn more about VIZ Media and its properties at [VIZ.com](http://www.viz.com/).

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