



## HASBRO AND PLAYMATES TOYS ENTER STRATEGIC RELATIONSHIP TO PRODUCE AND DISTRIBUTE POWER RANGERS PRODUCT GLOBALLY STARTING IN 2025

22 Apr, 2024

**PAWTUCKET, R.I.—April 22, 2024**—[Hasbro](#), a leading toy and game company, today announced a global licensing agreement with [Playmates Toys](#), a global toy design, development, marketing and distribution company, to produce and distribute POWER RANGERS product. Playmates is debuting its first POWER RANGERS collection with a kid targeted MIGHTY MORPHIN POWER RANGERS toy line in 2025.

As part of the agreement, Playmates holds licensing rights to develop additional cross-category POWER RANGERS products, including action figures, blasters, plush, role play, vehicles and accessories. The deal encompasses global distribution across all regions excluding Asia.

"We are honored to work with Hasbro on the reimagination of this iconic franchise's toy line for long time fans and a new generation of children. Playmates and Hasbro speak the same toy language and share a passion for POWER RANGERS, a multi-generational phenomenon that has stood the test of time," said Karl Aaronian, Playmates' SVP of Marketing.

Hasbro will retain all entertainment rights and will continue to drive global strategy and growth for the POWER RANGERS franchise by strategically working with licensees across multiple categories, including publishing, fashion and footwear, promotions and more. Hasbro will also further activate the brand across their direct-to-consumer channel Hasbro Pulse and as part of its presence at major industry events like San Diego Comic Con.

"Playmates' ability to interpret character-based story telling in highly detailed, innovative, and affordable products has revitalized several iconic brands, they are the perfect fit to fully expand the POWER RANGERS franchise," said Casey Collins, President of Licensed Consumer Products at Hasbro. "While we'll continue to provide oversight and direction on future POWER RANGERS product ranges, Playmates will leverage its action figure and accessory design, development and marketing expertise to create an entirely new play and collecting experience for fans of all ages. With two powerhouse companies coming together to support a powerhouse brand, the potential is limitless!"

Celebrating 30 continuous years on the air, POWER RANGERS has become one of the longest-running kids' live-action series in television history, with more than 900 episodes aired to date. Created by Haim Saban and launched in 1993 with *MIGHTY MORPHIN POWER RANGERS*, the series celebrated its 30th year in 2023 with *MIGHTY MORPHIN POWER RANGERS: ONCE & ALWAYS*, an anniversary special streaming exclusively on Netflix. The most recent season of POWER RANGERS, *POWER RANGERS: COSMIC FURY*, is currently available exclusively on Netflix.

### **About Playmates Toys**

Celebrating its 60<sup>th</sup> anniversary in 2025, Playmates Toys is among the most well-respected and innovative marketing and distribution companies in the global toy industry with a proven track record of creating innovative products and developing and managing profitable, long-term brand franchises. Playmates' toy success stories include Teenage Mutant Ninja Turtles, Star Trek, Miraculous Ladybug, Godzilla x Kong, The Simpsons, Ben 10, Disney Princess and many others. From its offices in Hong Kong and California, Playmates designs, develops, markets, and distributes its products in over 90 countries worldwide. For more information, please visit [www.playmatestoys.com](http://www.playmatestoys.com).

### **About Hasbro**

Hasbro is a leading toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers play experiences for fans of all ages around the world, through toys, games, licensed consumer products, digital games and services, location-based entertainment, film, TV, and more. With a portfolio of over 1,800 iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands, Hasbro brings fans together wherever they are, from tabletop to screen.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a

decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit <https://corporate.hasbro.com> or @Hasbro on LinkedIn.

###

**PRESS CONTACTS:**

Hasbro

Crystal Flynn

[Crystal.Flynn@hasbro.com](mailto:Crystal.Flynn@hasbro.com)