

**Integrity Toys is celebrating JEM AND THE HOLOGRAMS 35<sup>th</sup> anniversary with a new Collector Doll series!**

Integrity Toys, Inc., under license from Hasbro, Inc. (Nasdaq: HAS), is thrilled to announce that to celebrate the 35<sup>th</sup> anniversary of the famed 80's cartoon JEM AND THE HOLOGRAMS, a new limited series of high-end adult collectible dolls will be released in 2020.

After a several year hiatus, Integrity Toys will revisit some of the most popular characters from the iconic brand in the form of high-end collectible dolls, specially created to celebrate the brand's major anniversary milestone. Collectors will once again be delighted by these "oh so 80's", ultra-detailed dolls that will feature signature costumes and accessories inspired by fan-favorite looks from the cartoon and Hasbro's vintage packaging visuals.

Dolls will be made available through Integrity Toys, including via its W Club, and are set to be unveiled starting this Spring and ship later this year. Information on pricing, specific items and more is forthcoming.

To stay up to date on all the latest information about the JEM AND THE HOLOGRAMS adult collectible doll series, please visit [IntegrityToys.com](https://www.integritytoys.com). You can also visit Integrity Toys on Instagram @integrity\_toys and Facebook.

**About Integrity Toys, Inc.**

Integrity Toys, Inc. is a designer and marketer of a variety of collectibles, with a specialization in high-end fashion and celebrity dolls and action figures. Founded in 1995, Integrity Toys' extensive experience and capabilities in the field of doll making allows them to create products and programs for many of the world's best-known retailers, consumer products companies, celebrities and other intellectual property holders.

Known for their diverse set of characters as well as incredibly detailed, high quality couture and ready-to-wear fashion, each Integrity Toys collectible is truly a miniature piece of art.

Integrity currently produces high-end fashion dolls under a number of brands, including Fashion Royalty®, Poppy Parker™, NU. Face™, The Monarchs Homme™ and East 59th™, among other brands and licenses.

For more information about Integrity Toys, Inc. please visit [IntegrityToys.com](https://www.integritytoys.com).

**About Hasbro**

[Hasbro](https://www.hasbro.com) (NASDAQ: HAS) is a global play and entertainment company committed to Creating the World's Best Play and Entertainment Experiences. From toys, games and consumer products to television, movies, digital gaming, live action, music, and virtual reality experiences, Hasbro connects to global audiences by bringing to life great innovations, stories and brands across established and inventive platforms. Hasbro's iconic brands include NERF, MAGIC THE GATHERING, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE, POWER RANGERS, PEPPA PIG and PJ MASKS as well as premier partner brands. Through its global entertainment studio eOne, as well as its entertainment labels, Allspark Pictures and Allspark Animation, Hasbro 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. 13 on the 2019 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 eight years. Learn more at [www.hasbro.com](https://www.hasbro.com), and follow us on Twitter (@Hasbro) and Instagram (@Hasbro).