HASBRO CELEBRATES STAR WARS™ 50TH ANNIVERSARY WITH NEW PRODUCT REVEALS

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New Black Series, The Vintage Collection and Retro Collection additions celebrate five decades of a galaxy far, far away

PAWTUCKET, R.I. — NOVEMBER 12, 2026 —Hasbro today unveiled a new collection of products from its BLACK SERIES, VINTAGE COLLECTION, and RETRO COLLECTION premium action figure lines celebrating the 50th anniversary of *Star Wars.* Inspired by *STAR WARS: A NEW HOPE,* fans and collectors can look forward to this new assortment as part of the year-long celebration in 2027.

"For decades, Hasbro has been proud to partner with the *STAR WARS* brand to bring its unforgettable characters and stories to fans through play and collecting," said Adam Biehl, Head of Disney Action Brands at Hasbro. "The 50th anniversary is an extraordinary milestone, and it presents a tremendous opportunity to unveil a new wave of products that honors the legacy of *STAR WARS* while giving fans new ways to celebrate the saga."

BLACK SERIES

Iconic heroes from the trailblazing film are joining the BLACK SERIES figure line, including Luke Skywalker, Princess Leia and R2-D2. Crafted at a premium 6-inch scale with richly detailed character styling and a display-ready presence, the trio brings the spirit of the galaxy's original adventure to collectors' shelves.

THE VINTAGE COLLECTION

Classic 3.75-inch-scale collecting returns with THE VINTAGE COLLECTION figure line with additions of Darth Vader, Arleil Schous, Stormtrooper and the Death Star Escape 4-Pack which includes Han Solo, Luke Skywalker, Princess Leia and Chewbacca. Each figure is presented in legacy-inspired packaging that evokes the thrill of discovering an original *STAR WARS* collectible while giving longtime fans and new collectors fresh pieces for their displays. In collaboration with *Star Wars* and Star Wars Life, these reveals premiered on Hasbro's Instagram (@hasbro).

RETRO COLLECTION

The charm of early *STAR WARS* toys returns to the RETRO COLLECTION figure line, featuring Ben Kenobi, Han Solo, Chewbacca, Princess Leia, Luke Skywalker, Darth Vader, Stormtrooper & Rebel Fleet Trooper, Jawa & Tusken Raider, and the *Episode IV* Action Figure Set with Cardboard Display. With vintage-inspired sculpting and nostalgic packaging, the assortment captures the playful simplicity of the figures that sparked generations of adventures.

All products are now available for pre-order. For additional product details and assets, click **here.**

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About Hasbro

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With 165 years of expertise, Hasbro delivers groundbreaking play experiences and reaches more than 1 billion fans annually around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including Magic: The Gathering, Dungeons & Dragons, Monopoly, Hasbro Games, Nerf, Transformers, Play-Doh and Peppa Pig, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

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, a 2026 JUST Capital Industry Leader, a Brand that Matters by Fast Company, and one of the 50 Most Community-Minded

Companies in the U.S. by the Civic 50 for fourteen consecutive years. For more information, visit https://corporate.hasbro.com or follow Hasbro on LinkedIn.

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