



FOR IMMEDIATE RELEASE

**Hasbro and Wizards of the Coast Help Make the Holidays Brighter
for Renton Children in Need**

*\$125,000 worth of toys and games donated to the Salvation Army Renton through
annual Wizards Holiday Magic program*

Renton, Wash. (December 19, 2011) – To help Renton area families in need this holiday season, Hasbro, Inc. (NASDAQ: HAS) and Wizards of the Coast LLC, a subsidiary of Hasbro, donated 8,700 toys and games, valued at more than \$125,000, to Renton area families in need. Each year, the Salvation Army Renton Corps makes toys available to families who might otherwise be unable to provide holiday gifts for their children.

The Salvation Army estimates that more than 2,100 children are benefiting from this year's donations. "Families have contacted me in tears believing they were not going to have any toys for their children at the holidays," said Captain Chris Aird of the Salvation Army Renton Corps. "Sometimes magic really does happen. The generosity of Hasbro and Wizards of the Coast as well their employees, who volunteer with us throughout the program, are helping us brighten at least part of the holiday season for families facing some daunting economic challenges."

Many of the toys were distributed today and local Wizards of the Coast employees were on hand to help Renton area families select age- and gender-appropriate toys and games for their children during this annual event. Hasbro, through the Team Hasbro employee volunteer program, gives its employees four hours of paid time off each month to volunteer with child focused organizations and programs.

"For five years now, Hasbro and Wizards of the Coast have provided children in need in the Renton area with toys and games for the holidays," said Greg Leeds, President of Wizards of the Coast. "We care deeply about this community, and are pleased to work with the Renton Salvation Army again this year to help spread some holiday cheer."

The Wizards Holiday Magic program is just one component of Hasbro's nationwide holiday outreach efforts through its Gift of Play donation program. In all, Hasbro will distribute more than 400,000 toys and games this holiday season to underprivileged and underserved children worldwide. In addition to toy and game donations, Hasbro also helps those in need through its Team Hasbro employee volunteer program and its financial grant program.

About Hasbro

Hasbro, Inc. (NASDAQ:HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is www.hubworld.com. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved. Hasbro's philanthropic work strives to bring "the sparkle of Hope, the joy of Play and the power of Service" into the lives of the children who need it most through the Hasbro

Children's Fund and other initiatives aimed to help children worldwide. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2011 Hasbro, Inc. All Rights Reserved.

Wizards of the Coast LLC, a subsidiary of Hasbro, Inc. (NASDAQ:HAS) is the leader in entertaining the lifestyle gamer. The company holds an exclusive patent on trading card games (TCGs) and their method of play and produces the premier trading card game, Magic: The Gathering. Wizards is also a leading publisher of roleplaying games, such as Dungeons & Dragons, and publisher of fantasy series fiction with numerous *New York Times* best sellers. For more information, visit www.wizards.com.

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