



FOR IMMEDIATE RELEASE

113,631 Kids and Teens Join generationOn and Pledge the Gift of Service During Two-Week Holiday Gift Campaign

Hasbro to Donate a Toy to a Child in Need Through Toys for Tots For Each Pledge Made

NEW YORK, Dec. 20, 2011 -- Recognizing their power and potential to make a difference in the lives of others, more than 113,000 kids and teens joined generationOn and pledged their commitment to service, ensuring a donation of more than \$1 million in toys and games from Hasbro, Inc. (NASDAQ: HAS) to Toys for Tots. As a result of these commitments to serve, tens of thousands of children across the country will now have the opportunity to experience the joy of play this holiday season.

To mark the season of giving, generationOn and its founding partner Hasbro, encouraged kids and teens to pledge their commitment to the power of service and give back to children in need through the second annual generationOn Holiday Gift Campaign. For every service pledge made between Nov. 29 and Dec. 13, 2011, Hasbro committed to donate a toy or game to a child in need through Toys for Tots. With the help of partner organizations like generationOn Kids Care Clubs, schools, youth and community groups, families and kids across the across country, 113,631 pledges were received in just two weeks.

"The time and generosity that Hasbro HAS dedicated to the generationOn Holiday Gift Campaign is truly remarkable. It is because of their warm hearts that more than 113,000 kids will celebrate the holidays in the way their families would like, but might not be able to provide," said Kathy Saulitis, vice president, youth and family engagement at generationOn. "It's more apparent than ever that the power of today's youth is vital in helping to change the lives of others, and generationOn will continue to provide kids and teens with the tools and programs for them to make their mark on the world."

Pledges were received from young people and like-minded organizations in 48 U.S. states and on six continents. Projects ranged from preparing warm holiday meals for the homeless to making holiday cards and placemats for Meals on Wheels seniors to raising funds for children living in Haiti. These moments of service not only improve communities; they help change the lives of the young people involved. For many, this act of service will start them on a life-long path of volunteering.

"We commend the thousands of youth across the globe who took the generationOn pledge this holiday season and are proud to help Toy for Tots with this donation," said Karen Davis, vice president, community relations at Hasbro, Inc. "The number of pledges received by generationOn is an inspiring testament to our belief in the amazing capacity children and teens have to make a positive difference in their world."

With this generous toy donation from Hasbro, generationOn continues to help young people develop into healthy, empowered, creative problem-solvers and global leaders by experiencing their power and potential through service, service-learning and giving back. GenerationOn is committed to encouraging kids, parents, teachers and nonprofit organizations to explore the various resources available at www.generationOn.org,

including service projects to help turn their generationOn Holiday Gift Campaign pledges into action, ideas, tools and hands-on opportunities to get youth involved and understand the issues in their communities.

About generationOn

GenerationOn is the global youth service movement igniting the power of all kids to make their mark on the world. As Points of Light's youth service enterprise, generationOn brings the nation's leading youth service organizations under one umbrella with a mission to inspire, equip, and mobilize youth to take action through 1,800 generationOn Clubs that help kids change the world and themselves through service. To learn more about how to get involved, visit www.generationOn.org.

About Points of Light

Points of Light is the leading volunteer organization with more than 20 years of history and a bipartisan presidential legacy. Our mission is to inspire, equip and mobilize people to take action that changes the world. We connect people to their power to make a meaningful difference by providing access to tools, resources and opportunities to help volunteers use their time, talent, voice and money to meet the critical needs of our communities. We are organized to innovate, incubate and activate new ideas through our action networks, including: HandsOn Network, the largest network of 250 local volunteer centers across the country and around the world; generationOn, the youth service movement that ignites the power of kids to make their mark on the world; AmeriCorps Alums, the national service alumni network that activates the next generation of service leaders; and Points of Light Corporate Institute, which enables companies to engage their employees and customers in service. For more information, visit www.PointsofLight.org.

About Hasbro, Inc.

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.

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