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For Immediate Release

## **Children's Holiday Hope Fund Begins Seventh Season of Giving**

Providence, RI, November 14, 2011 – The Providence Journal Co. and Hasbro, Inc. (NASDAQ: HAS) today announced the launch of the seventh annual Children's Holiday Hope Fund program. Each year, the Children's Holiday Hope Fund donates toys, games, winter hats and mittens to less fortunate children and families throughout Rhode Island.

“We have a social responsibility to provide and care for the children in our communities,” said Howard Sutton, publisher, president and chief executive officer of The Providence Journal Co. “Through reader contributions and our great partnership with Hasbro, Inc., we are able to provide thousands of children with toys and the basic comfort of some warmth throughout the winter.”

As part of this program, Hasbro, Inc. will donate a toy or game for each child under the age of 12 receiving assistance from the Rhode Island Department of Human Services (RIDHS) or the Rhode Island Department of Children Youth and Families (RIDCYF), while The Providence Journal Co. will raise funds to purchase hats and mittens from long-time partner, Ocean State Job Lot, for these children. For the third consecutive year, the toys and hat/mitten sets will be distributed by Rhode Island Community Action Association.

“For nearly three decades, Hasbro has provided children in need in Rhode Island with toys and games for the holidays,” said Brian Goldner, Hasbro's president and chief executive officer. “We are proud to continue our partnership with The Providence Journal Co. and help families bring hope, warmth and joy to their children this holiday season.”

The public can make check or money order contributions to the Children's Holiday Hope Fund by sending donations to The Providence Journal Co., c/o the Children's Holiday Hope Fund, 75 Fountain Street, Providence, Rhode Island 02902. Donations qualify as contributions to a 501(c)3 organization.

Contributions to the Children's Holiday Hope Fund will be published in The Providence Journal newspaper every Thursday and will be posted and archived online at [providencejournal.com](http://providencejournal.com).

The country's oldest continuously-published daily newspaper, The Providence Journal Co. and worldwide leader in children's and family leisure time products and services, Hasbro, Inc., combine

two well-known programs --- the RI Children's Giving Tree (Hasbro, Inc.) and The Santa Fund (The Providence Journal Co.) to create the Children's Holiday Hope Fund.

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**About The Providence Journal Co.**

The Providence Journal is part of A. H. Belo Corporation (NYSE: AHC). A. H. Belo, headquartered in Dallas, Texas, is a distinguished newspaper publishing and local news and information company that owns and operates four daily newspapers and a diverse group of Web sites.

A. H. Belo publishes The Dallas Morning News, Texas' leading newspaper and winner of nine Pulitzer Prizes; The Providence (R.I.) Journal, the oldest continuously-published daily newspaper in the U.S. and winner of four Pulitzer Prizes; The Press-Enterprise (Riverside, CA), serving southern California's Inland Empire region and winner of one Pulitzer Prize; and the Denton Record-Chronicle. The Company publishes various specialty publications targeting niche audiences, and its partnerships and/or investments include the Yahoo! Newspaper Consortium and Classified Ventures, owner of cars.com. A. H. Belo also owns direct mail and commercial printing businesses.

Additional information is available at [www.ahbelo.com](http://www.ahbelo.com) or by contacting David A. Gross, vice president/Investor Relations and Strategic Analysis, at 214.977.4810.

**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](http://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.