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HASBRO'S GIFT OF PLAY PROGRAM HELPS TO MAKE THE HOLIDAY SEASON BRIGHT FOR CHILDREN AND FAMILIES IN NEED

Pawtucket, RI – December 21, 2011 – This holiday season, Hasbro, Inc. (NASDAQ:HAS) will donate more than 400,000 Hasbro toys and games to children and families in need through its Gift of Play product donation program. As it has for decades now, Hasbro works with nonprofit organizations to implement strategic programs that will distribute these toys to underserved and underprivileged children and families both nationally and in the communities where its employees live.

“There is a joy associated with a child unwrapping a toy or game on their holiday and every year we work hard to help ensure children in need worldwide can share in that experience,” said Karen Davis, vice president, community relations at Hasbro, Inc. “Thanks to the amazing work of our employees and nonprofit partners, Hasbro is able to share that joy with thousands of children and families this holiday season.”

Hasbro works with multiple organizations nationwide to donate and distribute toys to families facing extreme hardships. One example is Hasbro's longtime relationship with the [U.S. Marine Corps Reserve Toys for Tots Program](#). This year alone, \$2 million in Hasbro toys and games have been donated to Toys for Tots through a variety of different campaigns and programs. Included is a recently completed campaign with [generationOn](#), the youth service division of the Points of Light Institute, that resulted in more than 113,000 kids and teens pledging a commitment to service and volunteer. Hasbro is extending this commitment with a donation of one toy to a child in need for every pledge.

“With many families still struggling financially, the demand has been higher than it's been in several years. This puts additional pressure on the number of donations people can make,” said retired Marine Major Bill Grein, vice president of the Marine Toys for Tots Foundation. “Toys for Tots is very grateful to have such a wonderful partner in Hasbro to help us continue to bring the joy of the holidays to less fortunate children throughout the United States.”

In the local communities across the U.S. where Hasbro has an operating facility (Rhode Island, Western Massachusetts, Los Angeles county, Renton, WA), special programs have been designed with the help of community organizations to put 75,000 toys and games in the hands of parents in need, so they will have it to wrap and share with their families on their holiday.

Hasbro employees are also getting in on the action. Through Team Hasbro, the company's volunteer program, employees participate in community service activities throughout the year - but especially during the holiday season. More than 350 employees have spent over 1,100 hours, volunteering to unload delivery trucks, host holiday parties and a variety of other projects to assist with this year's holiday programs. Hasbro gives its employees four hours of paid time off each month to volunteer with child focused organizations and programs.

Hasbro has a long history of giving back and its support at the holidays through the Gift of Play program is just one component of Hasbro's multi-faceted approach to corporate philanthropy. With over \$24 million in product and financial support provided in 2010 to charitable organizations worldwide, 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.

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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