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For more information:

Chris Medici
United Way of Rhode Island
(401) 444-0652
Chris.Medici@UWRI.org

Brandon Keough
Hasbro, Inc.
(401) 727-5651
bkeough@hasbro.com

Hasbro, Inc. Provides \$200,000 to United Way of Rhode Island to Establish the Hasbro Summer Learning Initiative

Funding to support 11 innovative programs across RI

Providence, R.I. (May 3, 2012) – To stem the loss of learning that takes place in school age children during the summer vacation months, Pawtucket, RI based branded play company Hasbro, Inc. (NASDAQ: HAS) and United Way of Rhode Island (UWRI) have established the **Hasbro Summer Learning Initiative** for children across Rhode Island. A \$200,000 grant from the Hasbro Children's Fund will help UWRI launch this initiative across 11 existing summer programs throughout Rhode Island. These programs will provide children with the opportunity to engage in hands-on learning and service learning projects so they are prepared to embrace and excel when they return to school in September.

Studies confirm that, on average, students lose the equivalent of more than two months of math skills during the summer. Those in low-income communities fall behind in reading an average of two months, while their middle-income peers make slight gains.

"Summer learning loss is having a direct, negative impact on our children's academic performance during the school year," said Anthony Maione, president and CEO, United Way of Rhode Island. "Thanks to Hasbro's generous support, we are able to establish the Hasbro Summer Learning Initiative so that Rhode Island children will not only have a fun and educational summer but they will be better prepared for school in the fall."

In 2005, Hasbro's support helped create the Hasbro Summer Learning Initiative in partnership with United Way of Pioneer Valley to help children in the Springfield, MA area begin their school years ready to excel and thrive. Today, UWRI and Hasbro are taking the best practices and lessons from that award winning program and others to do the same for children in the Ocean State.

"Hasbro is excited to partner with the United Way of Rhode Island to help children in the state begin each school year sprinting forward, not catching up," said Karen Davis, vice president of community relations at Hasbro, Inc. "We have seen firsthand how effective a high quality summer program, that includes not only learning but service and fun, can be in helping children excel."

In order to qualify for funding from the Hasbro Summer Learning Initiative each program must be a full day, six week long program incorporating literacy and math development skills, hands on engaging learning, serving elementary or middle school youth. In addition, each grantee will also form a generationOn Club to engage its students in service learning projects. Recognizing the ability of all kids to change the world and themselves through service, Hasbro helped to launch generationOn, the global youth service movement in 2010 as a part of the Points of Light's youth service enterprise.

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UWRI will allocate the \$200,000 in funding amongst eleven existing summer learning programs throughout the state. The Rhode Island Afterschool Plus Alliance (RIASPA), UWRI's education initiative, will provide subject matter expertise and technical support to these eleven programs.

The 2012 Hasbro Summer Learning Initiative grantees are:

- * Progreso Latino, Inc., Central Falls, RI
- * CampXL, Cranston, RI
- * Newport Partnership for Families Educational Success Committee, Newport, RI
- * Boys & Girls Club of Pawtucket, Pawtucket, RI
- * The SPIRIT Education Program, Pawtucket, RI
- * Providence YMCA Youth Services, Providence, RI
- * Kent County YMCA, West Warwick, RI.
- * Westerly Public Schools BASE Program, Westerly, RI
- * Kids Klub, Woonsocket, RI
- * Connecting for Children and Families, Woonsocket, RI
- * NeighborWorks Blackstone River Valley/RiverzEdge Arts Project/Woonsocket Public Schools, Woonsocket, RI

About United Way of Rhode Island

United Way of Rhode Island has been working to improve the quality of life in Rhode Island communities for over 80 years. UWRI's mission is to mobilize the caring power of the community to improve the lives of people in need and address the issues Rhode Islanders care most about. For more information, visit www.LIVEUNITEDri.org.

About Rhode Island Afterschool Plus Alliance

RIASPA, an education initiative of United Way of Rhode Island, is a 1,200-member organization that serves over 15,000 children and youth statewide through its work with high-quality afterschool and summer learning programs. RIASPA advocates for improving how, when and where children learn to ensure they are successful in school and in life. For more information, go to www.afterschoolri.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, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with 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 Company's Hasbro Studios develops and produces television programming for markets around the world. The Hub TV Network is part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), in the U.S. Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com

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