



FOR IMMEDIATE RELEASE

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Hasbro, Inc. Provides Donation of Cash to Relief Agencies and Games to Shelters to Assist with the Hurricane Sandy Relief Effort
\$100,000 in total grant support to the American Red Cross, World Vision and Feeding America; Plus 10,000 games donated to World Vision and the American Red Cross

November 1, 2012 (Pawtucket, RI) - Hasbro, Inc. (NASDAQ: HAS) announced today that it has provided \$100,000 in combined grant support through the Hasbro Children's Fund to the American Red Cross, World Vision and Feeding America to support their relief efforts following Hurricane Sandy. Additionally, over 10,000 games have been donated to shelters along the east coast.

"Our hearts go out to the many victims of Hurricane Sandy," said Brian Goldner, president and CEO of Hasbro, Inc. "We hope our support will assist these organizations who are working tirelessly to deliver critical services to those impacted by this disaster."

A \$50,000 grant has been made to the [American Red Cross](#) Disaster Relief Fund to aid in its efforts to provide shelter to families who have lost their homes. The donation of games accompanying the grant will be distributed to shelters across New York, New Jersey and Connecticut.

[World Vision](#), one of the largest international humanitarian relief organizations, received a \$25,000 grant to help in its distribution of cleaning kits to recovering homeowners, in addition to a donation of games that will be included in the emergency response kits it is providing to families impacted by Sandy.

[Feeding America](#), the nation's largest domestic hunger relief organization, received a \$25,000 grant to provide food to the areas hardest hit by the storm.

The Pawtucket, RI based company has also opened an internal disaster relief web site to provide an easy way for its employees to make a financial contribution to these organizations.

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, 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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