



News Release FOR IMMEDIATE RELEASE

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HASBRO GAMES NEARS MILESTONE WITH THE LAUNCH OF THE *2008 HASBRO CHILDREN'S GIVING TREE*

For almost a quarter of a century, the Hasbro Children's Giving Tree has touched the lives of children in need while encouraging the community to spread kindness.

EAST LONGMEADOW, MA (November 25, 2008) – With the assistance of area children singing holiday songs and sharing "Acts of Kindness," Hasbro, Inc., (NYSE: HAS) today launched its 24th annual *Hasbro Children's Giving Tree* – nearing a quarter-of-a-century milestone of holiday giving. The program provides toys, games, and food over the holidays to underprivileged children in the Springfield area, and encourages community members to get involved by performing "Acts of Kindness" in the holiday spirit. The *Hasbro Children's Giving Tree* – which runs from November 25 through December 12 – is located at the Eastfield Mall in Springfield. Through the program, Hasbro will donate toys and games to underprivileged children by partnering with the United Way of Pioneer Valley and the Salvation Army of the Greater Springfield Area while all food items collected as part of the program will be donated to Rachel's Table in Springfield.

"As we kick-off our 24th year of this holiday tradition in such a challenging economic climate, it's heartening to know that we will truly make a difference in the lives of those who are struggling at this time," said Phil Jackson, Group Executive Games. "We've had great success with the *Hasbro Children's Giving Tree* over the years – due to a tremendous team effort by Hasbro, the community and the non-profit agencies we've partnered with – and hope that this year's program sparks a record number of donations to counter what's going on in the economy."

Jackson added, "We look forward to making the holiday season brighter for the children and families in need in our area."

To participate, Hasbro asks that community members bring non-perishable food items and messages about their "Acts of Kindness" to the *Hasbro Children's Giving Tree*. The "Acts of Kindness" messages will be displayed on the *Giving Tree* through the duration of the program, and the food items will be donated to Rachel's Table -- a non-profit, Springfield-based organization that provides food distribution service to the homeless and hungry.

The Hasbro Children's Giving Tree is located at the Eastfield Mall, near Deb's clothing store. "Acts of Kindness" slips and food donations can be dropped off Mondays through Saturdays 10 a.m. to 7 p.m. and on Sundays from noon to 6 p.m. for the duration of the program. "Acts of Kindness" forms for the *Hasbro Children's Giving Tree* have been distributed to children through area schools and are also available on Hasbro's website at <http://www.hasbro.com/corporate/community-relations/giving-tree.cfm> and on-site at the *Hasbro Children's Giving Tree*.

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. (C) 2008 Hasbro, Inc. All Rights Reserved.

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