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FOR IMMEDIATE RELEASE

Hasbro, Inc. Responds to Hunger Need by Helping Food Pantries across Rhode Island

Pawtucket, R.I. (November 23, 2010) – Today, Hasbro, Inc. (NYSE: HAS) announced more than \$70,000 in grants made directly to Rhode Island area food pantries through the Hasbro Children's Fund. These individual grants are spread across the state to help 15 food pantries purchase and provide nutritious meals to Rhode Island families.

“Many Rhode Island families with children continue to struggle putting a meal on the table,” said Brian Goldner, president and chief executive officer, Hasbro, Inc. “Food pantries across the state work tirelessly to help those families in need and we hope to make it easier for these organizations to purchase critical food items.”

This donation continues Hasbro's ongoing effort to help Rhode Islanders fight the battle versus hunger. Over the last three years, Hasbro's support of local food pantries has exceeded \$150,000.

The food pantries receiving funds in 2010 include:

- Blackstone Valley Emergency Food Center - Pawtucket
- Bristol Good Neighbors - Bristol
- Capital City Community Centers - Providence
- Connecting For Children & Families - Woonsocket
- East Bay Community Action Program - Newport
- John Hope Settlement House - Providence
- The Johnnycake Center – Peace Dale
- Nickerson Community Center - Providence
- Providence in-town Churches Association - Providence
- Rhode Island Center Assisting Those in Need - Charlestown
- The Salvation Army - Cranston
- St. Edwards Food and Wellness Center - Providence
- St. Matthew Trinity Lutheran Church - Pawtucket
- South Providence Neighborhood Ministries - Providence
- Youth Pride, Inc. - Providence

About Hasbro, Inc.

Hasbro, Inc. (NYSE: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>. © 2010 Hasbro, Inc. All Rights Reserved.

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