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HASBRO FAMILIES VOLUNTEER TO HELP MEN AND WOMEN IN THE SERVICE ON THE 10TH ANNIVERSARY OF 9/11

Hasbro generationOn Club Launched to Inspire Employees' Children to Volunteer

PAWTUCKET, RHODE ISLAND (September 11, 2011) – This weekend, Hasbro, Inc. (NASDAQ: HAS) hosted special service projects for employees and their families at its offices nationwide in honor of the 10th anniversary of 9/11. The Hasbro generationOn Club was also launched for the children of employees, including workshops for children and parents on leadership and service. All of the service activities benefitted nonprofit organizations dedicated to serving those in the United States armed forces, including the Fisher House Foundation, TAPS and Operation Gratitude. Together with their families, Hasbro hopes to make a small difference for more than 10,000 men, women and children as a result of this day's volunteer work.

"Volunteerism and service are important parts of our culture at Hasbro," said Brian Goldner, president and CEO at Hasbro, Inc. "We wanted to give our employees and their children the opportunity to come together to honor those who have given so much for our country."



Employees from each of Hasbro's U.S. operating facilities (Rhode Island, California, Massachusetts and Washington) were given the opportunity to help in many ways, including:

- The assembly of "Hasbro Play Kits" for Tragedy Assistance Program for Survivors (TAPS), an organization that serves children grieving the loss of a loved one in the military.
- The writing of "Thank You" cards, which will be given along with a specially marked Hasbro card game to Operation Gratitude, an organization that send care packages to troops overseas.
- The gift-wrapping of toys and games that will be donated to the Fisher House Foundation for their Hero Miles program, which benefits the families travelling to see wounded service men and women.

In 2010, Hasbro helped to launch generationOn, a global youth service organization under the Points of Light, to encourage, empower and celebrate youth volunteers. Through the newly formed Hasbro generationOn Club, children of employees will have access to unique volunteer opportunities, volunteer leadership trainings and resources, and the chance to be recognized for doing good in their local, national and global communities. Parents and caring adults will gain access to resources that will help teach the young people in their lives about service. A variety of tools and tips will also be provided to help find meaningful opportunities to volunteer and give back.

"We're excited to launch the new Hasbro generationOn Club to provide a resource for so many employees who have asked us how to best engage their children in community service," said Karen Davis, vice president, Community Relations at Hasbro. "At Hasbro, we believe youth have the ability to change the world and hope these clubs will help empower future generations to do just that."

GenerationOn Clubs are groups of young people who work together to help others in their communities and around the world. Today there are more than 1,800 registered clubs and close to 100,000 kids in the United States and countries including Australia, Canada and China.

Hasbro has a long history of giving back and its support through the Team Hasbro employee volunteer program has helped employees make a difference in communities where they live across the globe. With over 10,000 hours volunteered and \$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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