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**Retired Hasbro Chairman Alan G. Hassenfeld Honored
with a Boundless Playground in His Name**

Newly Renovated Alan G. Hassenfeld Boundless Playground Re-opens
at Roger Williams Park

PAWTUCKET, RI (October 27, 2008) – The City of Providence renamed the Hasbro Boundless Playground at Roger Williams Park in Providence, R.I., in honor of Hasbro’s retired Chairman and CEO, Alan G. Hassenfeld, in a ceremony today. The Hasbro Children’s Fund has contributed to the playground renovation, which was first built in August of 2001. Improvements include the installation of new play equipment throughout the playground and updating of current equipment.

Providence Mayor David Cicilline joined Hasbro executives at a public ribbon-cutting ceremony and dedication of the Alan G. Hassenfeld Boundless Playground held at the Roger Williams Park Carousel Village.

“Alan Hassenfeld has demonstrated his commitment to children in Providence and in our State time and time again through his many philanthropic efforts as an individual, as well as those of Hasbro under his leadership,” said Providence Mayor David Cicilline. “We are proud that families with children of all abilities visiting Roger Williams Park will be able to honor Mr. Hassenfeld by enjoying the Alan G. Hassenfeld Boundless Playground.”

Hassenfeld dedicated nearly four decades of his career to Hasbro, which was founded by his grandfather in 1923. After several executive roles beginning in 1970, Hassenfeld was elected chairman and CEO of Hasbro in 1989, and then chairman of the board (2003 to 2005) and non-executive chair (2005 to 2008). He was most recently appointed chairman of the Executive Committee of Hasbro’s Board of Directors in May 2008. In his retirement, Hassenfeld continues to be active in many charitable and social causes globally and in Rhode Island. He also serves on several corporate boards and in leadership roles at a number of highly respected educational institutions.

“Nothing can make one’s heart smile more,” said Hassenfeld at the dedication, “than children of all capabilities laughing, learning and playing together.”

The Alan G. Hassenfeld Boundless Playground will serve thousands of children from Rhode Island and beyond. The original playground opened in August, 2001 as a gift from Hasbro, Inc. to the children of Rhode Island. A Boundless Playground is one where children of all abilities can play together. This playground was the first Boundless Playground built entirely by a corporation and today Boundless Playgrounds remains a strong philanthropic partner of Hasbro, Inc. Boundless Playgrounds, a non profit organization base in Bloomfield, Conn., has set the

standard nationally for universally accessible playgrounds, ensuring that each one provides equal play opportunities for children with and without disabilities, as well as fun, challenging, and sensory-rich activities that offer developmental advantages to all.

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.

Based in Bloomfield, Conn., Boundless Playgrounds is the leading national nonprofit developer of inclusive playgrounds where children, with and without disabilities, gain the important developmental benefits of unstructured play. There are now more than 125 Boundless playgrounds in 24 states and Canada, including 33 in Connecticut – the most in the nation. For more information about Boundless Playgrounds, visit www.boundlessplaygrounds.org.