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**FOR IMMEDIATE RELEASE**

## **Business is Booming at Exchange City Thanks to Hasbro, Inc.**

*Employees help design the Hasbro Global Toy Shop to assist with hands on learning*

**PROVIDENCE, R.I. (April 24, 2009)** – Business is booming for students participating in the Exchange City program. On Friday, April 24, a ribbon-cutting ceremony was held to celebrate the opening of the city’s newest storefront, the Hasbro Global Toy Shop, funded by the Hasbro Children’s Fund and designed by Hasbro, Inc employees. Students from Providence’s Nathanael Greene Middle School were in attendance to celebrate the occasion and run the “city” for the day.

Exchange City, a nationally recognized program of Education in Action, is a hands-on educational and entrepreneurial project for middle and high school students. Members of Team Hasbro, the company’s employee volunteer program, designed and built the toy shop, incorporating elements of Hasbro’s iconic toy and game brands.

“Hasbro is proud to be a part of such a creative, hands-on way to allow Rhode Island students to learn about entrepreneurship and American enterprise,” said Brian Goldner, president and chief executive officer of Hasbro, Inc. “We hope the Hasbro Global Toy Shop will spark students’ passion and inspire them to continue learning beyond the classroom. It may be entirely possible that perhaps one day the next Hasbro CEO will have started his or her career right here in Exchange City.”

At the new Hasbro Global Toy Shop in Exchange City, students learn about production, management, marketing, retail and accounting as they build and sell custom toys. More than 8,000 middle and high school students take turns running the city for a day.

“We want to thank Hasbro and their employees for their support of Exchange City,” said Edwin Pacheco, executive director of Education in Action. “The program offers students an experience like no other, where they can learn and grow in an interactive, life-like environment. Through the support of our

community partners like Hasbro, we can continue to provide this unique experience to students throughout Rhode Island.”

When designing the Hasbro Global Toy Shop, Team Hasbro volunteers were looking to bring Hasbro’s creativity to the Exchange City shop. In addition to vibrant colors associated with the Hasbro brand, MR. POTATO HEAD, MONOPOLY money, board games, NERF blasters and many other popular Hasbro toys and games adorn the store.

“We were excited to be able to take part in such a unique endeavor and to be able to leverage the talent of our designers to produce a vibrant store for the Hasbro Global Toy Shop at Exchange City,” said Jared Wade, design director for the TRANSFORMERS and the creative director for the Team Hasbro volunteers on this project. “It was wonderful to see the expression on the students’ faces when the store was unveiled. We really hope the students enjoy working and learning in their new shop.”

Team Hasbro, the company’s employee volunteer program, enables Hasbro employees to give their time and energy to community programs. Hasbro employees are eligible for four hours of paid time away from work each month to conduct child-focused volunteer activities. Nearly a dozen Team Hasbro volunteers donated more than 50 hours of their time to create the Hasbro Global Toy Shop at Exchange City.

#### **About Hasbro**

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 the TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. (C) 2009 Hasbro, Inc. All Rights Reserved.

#### **About Education in Action**

Education in Action’s mission is to educate and inspire young people to imagine career goals and opportunities through stimulating hands-on experiences in financial literacy, economics, entrepreneurship, civics, and science. The program works to provide the link between classroom and real world success through unconventional learning programs such as Exchange City. Located on the Providence-based Harborside Campus of Johnson & Wales University, Education in Action was founded in September 2008. By partnering with public, private and parochial schools across Rhode Island, Education in Action works to provide experiential learning programs such as their hallmark program Exchange City. Exchange City is both a place and classroom curriculum where students learn the responsibilities of personal financing, government and economics.