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**FOR IMMEDIATE RELEASE**

## **Hasbro, Inc. Distributes Donations to Food Pantries, Families in Need**

*Hasbro donates more than \$50,000 to local food pantries, collects necessities to support rising costs of basic goods*

**Pawtucket, R.I. (December 23, 2008)** – Hasbro, Inc., which has a long tradition of supporting children in the community and worldwide through its philanthropic programs, has donated more than \$50,000 to 16 local food pantries throughout Rhode Island. Additionally, through the launch of the Hasbro Holiday Express program, Hasbro collected 2,700 boxes of cereal, diapers and new blankets from the community and matched each donation with a toy or game for children in need.

To help defer the increasing cost of food and provide nutritious meals to Rhode Island families, Hasbro has presented individual grants to 16 local food pantries.

“We know the local food pantries are seeing an increased demand this year throughout Rhode Island,” said Hasbro president and chief executive officer Brian Goldner. “By providing these grants, giving toy donations to more than 20,000 needy children in Rhode Island, and facilitating the donations of cereal, diapers and blankets, we hope we have provided some assistance to those who need it the most this holiday season.”

The food pantries receiving funds included:

- Blackstone Valley Community Action Program – Pawtucket
- Bristol Good Neighbors – Bristol
- Comprehensive Community Action – Cranston
- Connecting Children and Families – Woonsocket
- East Bay Community Action Program – Newport
- John Hope Settlement House – Providence
- The Johnnycake Center of Peace Dale – Peace Dale
- Joslin Community Center – Providence
- Providence In Town Churches Association – Providence
- Salvation Army – Cranston
- South Providence Neighborhood Ministries – Providence
- St. Edwards Food & Wellness Center – Providence
- St. Mary’s St. James Food Pantry – Charlestown
- St. Matthew-Trinity Lutheran Church – Pawtucket
- Urban League – Providence
- Youth Pride – Providence

In addition to supporting local food pantries, this year, Hasbro launched a new holiday giving program – the Hasbro Holiday Express. The launch proved successful, with more than 2,700 boxes of cereal, diapers and new blankets collected from the community. For each item collected, Hasbro matched the donation with a new toy or game for Rhode Island Toys for Tots. The blankets, cereal and diapers were distributed to Crossroads Rhode Island, as well as to food pantries throughout the state. In all Hasbro donated more than 41,000 toys and games to children in need in the state.

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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