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**FOR IMMEDIATE RELEASE**

## **Hasbro, Inc. Provided \$500,000 in Local Toy and Game Donations through Children’s Holiday Hope Fund**

*Partnership with Rhode Island Toys for Tots, The Providence Journal and community netted thousands of hats, mittens and toys for local families; part of national outreach totaling more than \$2 million*

**Pawtucket, R.I. (December 23, 2008)** – In the spirit of the holiday season of giving, Hasbro, Inc. has donated more than 41,000 toys and games – valued at more than \$500,000 – to Rhode Island children in need through the Children’s Holiday Hope Fund, a partnership with *The Providence Journal*. The program is one of several holiday donation programs Hasbro takes part in to bring joy to children in need during the holidays.

Through the Children’s Holiday Hope Fund, founded in 2005 as a partnership between Hasbro, Inc. and *The Providence Journal*, Hasbro once again helped warm the hands and hearts of Rhode Island children in need this holiday season through donations of toys, games, hats and mittens. Hasbro contributed 41,000 toys and games, valued at more than \$500,000, while *The Providence Journal*, through community donations, purchased hats and mittens to help keep children warm this winter. Rhode Island Toys for Tots is distributing all items to children under the services of the Rhode Island Department of Human Services and the Rhode Island Department of Children Youth and Families, just in time for the holidays.

“Hasbro strives to provide ways to help families triumph over critical life obstacles and to bring joy to children’s lives, particularly during the holidays, through the gift of play,” said Brian Goldner, Hasbro president and CEO. “We want to thank the community for partnering with us and *The Providence Journal* for joining us in this important cause.”

In 2008, Hasbro has donated more than one million toys and games – valued at more than \$10 million – to children throughout the country.

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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