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FOR IMMEDIATE RELEASE

Hasbro, Inc. Supports Food Pantries Across Rhode Island

More than \$47,000 given to help local food pantries provide food & assistance for families in need

Pawtucket, R.I. (December 14, 2009) – With the state's hunger level at its highest in 10 years, Hasbro, Inc. (NYSE: HAS) announced today that it is helping Rhode Island food pantries and soup kitchens by donating more than \$47,000. The individual grants will help defer the cost of food for 14 local food pantries and allow them to provide nutritious meals to Rhode Island families.

"Today, more Rhode Islanders are relying on food pantries and soup kitchens to feed their families," said Brian Goldner, Hasbro president and chief executive officer. "No child or family should go without a meal, especially during the holidays. Hasbro wants to help these organizations that are on the front lines fighting the battle against hunger."

The food pantries receiving funds include:

- 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
- Providence In Town Churches Association – Providence
- Salvation Army – Cranston
- South Providence Neighborhood Ministries – Providence
- St. Edwards Food & Wellness Center – Providence
- The Rhode Island Center Assisting Those in Need – Charlestown
- St. Matthew-Trinity Lutheran Church – Pawtucket
- Youth Pride of Rhode Island – Providence

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 TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Hasbro's philanthropic efforts reflect this mission by providing gifts of "hope, play, and a helping hand" through the Hasbro Children's Fund and other initiatives aimed to help children worldwide. Come see how we inspire play through our brands at www.hasbro.com. (C) 2009 Hasbro, Inc. All Rights Reserved

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