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YOUTH VOLUNTEERS RECOGNIZED WITH INAUGURAL HASBRO COMMUNITY ACTION HERO AWARDS

*Awards Recognize Extraordinary Youth Leaders Committed to Community Service
and Volunteering*

PAWTUCKET, RHODE ISLAND (JUNE 29, 2010) – In an effort to inspire young people across the country to give back through leadership and service, six youth volunteers, ages seven to 18, were honored last night at Radio City Music Hall with the first-ever Hasbro Community Action Hero Awards for their extraordinary volunteer work. The awards were introduced and presented at the National Conference on Volunteering and Service, the world's largest gathering of volunteer and service leaders from the nonprofit, government and corporate sectors.

Hasbro, Inc.'s (NYSE: HAS) Community Action Hero Awards recognize outstanding students who demonstrate an active history of community service, creative problem-solving skills, peer leadership and a commitment to making a positive difference in their community. The 2010 Hasbro Community Action Hero Award winners will receive a \$1,000 service scholarship. This year's winners include:

- **JT Eden, age seven, San Carlos, CA** – JT started a monthly service club, the Planet Protectors, which has raised funds for Haitian relief and created care packages for Marines serving in Afghanistan
- **Faith Nelson, age 10, Greensboro, NC** – Faith has started a recycling program at her school, helped feed six families for Thanksgiving and managed a uniform clothing drive for students in need
- **Shaeli Marie Funk, age 11, Jackson, WY** – Inspired by a book about a bake sale, Shaeli started her own club collecting and donating gently used items for people who needed them most. The club has grown to fill holiday stockings, donate toys and more
- **Cole Layman, age 12, Oakton, VA** – Cole has served his community by helping to kick-start his school's first annual Random Acts of Kindness week and filling an important role in the school's literacy program
- **Alexandria Segovia, age 16, Miami, FL** - Alexandria serves as President of the Youth Advisory Council for Hands On Miami and provides program leadership and programming to its members and the community
- **Hannah Salwen, age 17, Atlanta, GA** – In the spirit of charity and goodwill, Hannah kicked off a national movement when she convinced her family to sell their big, beautiful home and move into one half its size, donating half of the sale price to charity

"It is important to celebrate and recognize children and teens who are taking the initiative to make a difference in their communities and inspiring others to get involved," says Karen Davis, vice president of Community Relations for Hasbro, Inc. "By providing the tools and resources needed to empower kids to

become the next generation of compassionate global citizens we are helping them to truly change the world.”

The awards are the first activity marking a major partnership between Hasbro and the Points of Light Institute to launch a new youth service organization called generationOn, focused on inspiring young people, from kindergarten through high school, to give back through volunteering. The partnership, beginning in September 2010 and funded by the Hasbro Children’s Foundation with a grant of \$5 million over five years, will offer resources such as micro-grants for service projects, in-school curricula and service clubs, intended to help young people develop into healthy, empowered, creative problem-solvers and global leaders.

“Parents and teachers are always looking for effective ways to teach kids about the importance of giving back as well as lessons that encourage leadership, compassion and positive self-esteem, said Kathy Saulitis, vice president of Youth & Family Engagement at generationOn.. “The generationOn program and The Hasbro Community Action Hero Awards are great ways to empower young people and help them realize their full potential.”

The new generationOn platform and resources for kids, teachers, non profits and communities will launch this September 2010. For more information on the Hasbro Community Action Hero Awards, Hasbro Children’s Fund, or generationOn please visit www.generationOn.org.

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generationOn, newly created within the Points of Light Institute, will be the largest youth volunteer service organization in the nation mobilizing the energy, ingenuity and compassion of young people, beginning at an early age, to discover their power and potential to solve real world problems through service and service learning. Partnering with youth, students, families, schools, educators and corporations, generationOn not only gives kids the opportunity to see firsthand the issues in their communities and around the globe, but also gives them the tools they need to respond and become part of the solution.

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