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HASBRO AND POINTS OF LIGHT JOIN FORCES TO EMPOWER AND INSPIRE YOUTH TO DISCOVER THEIR POTENTIAL THROUGH SERVICE

\$5 million grant from Hasbro will establish generationOn which will create a global service movement for children, pre-school - 12th grade.

PAWTUCKET, RHODE ISLAND (JUNE 28, 2010) – [Hasbro, Inc.](#) (NYSE: HAS) and the [Hasbro Children's Fund](#) have partnered with national non-profit organization [Points of Light Institute](#) to launch a new youth movement, generationOn, that will be focused on inspiring young people, from pre-school through high school, to make a difference through volunteering.

generationOn seeks to motivate students by providing them with opportunities for meaningful volunteer service while engaging parents, teachers, schools, nonprofits and communities to support their efforts. This includes specific in-school service learning curriculum and resources. The partnership, which will be officially launched in September, was announced today at the opening celebration for the National Conference on Volunteering and Service, the world's largest gathering of volunteer and service leaders from the nonprofit, government and corporate sectors.

"There are so many children and teens searching for ways to succeed, build their own identities and engage with others. generationOn is about empowering these kids to become leaders, community activists and compassionate, global citizens," said Michelle Nunn, CEO, Points of Light Institute. "With Hasbro's help we will be able to bring this program to schools, community and youth groups, parents and teachers across the country."

"A culture of service has always been a part of Hasbro's DNA," said Brian Goldner, Hasbro, Inc. president and CEO. "We recognize that we have a variety of vehicles to talk with children about the importance and empowerment of volunteerism and we are pleased to use those for this important issue. Through our partnership with Points of Light, we hope to help kids build better lives for themselves and the world through the experience of helping others."

The Hasbro Children's Fund will donate \$5 million over the next five years to support generationOn, the single largest commitment the Fund has made at one time to an organization. generationOn will be a centralized resource for the tools needed to empower kids through service and inspire them to get involved in their communities. generationOn brings the expertise of Children for Children, Kids Care Clubs, The LEAGUE, HandsOn Schools and the HandsOn Action Center-driven youth programs together under one banner. It includes over 30 youth programs and 1,800 Kids Care Clubs that engage more than two million young people in all 50 states and internationally.

“We know that young people who volunteer make healthier choices and are less likely to engage in destructive behavior,” Nunn continued. “When children recognize their own ability to make a difference in the world it can be a life-changing experience.”

Recent research has identified the positive effects of service-learning for children and teens, particularly in addressing high-school dropout rates and lack of civic engagement. In a survey of high school dropouts, 81 percent reported that opportunities for real-world learning, like the volunteer opportunities provided by service learning, would make their classroom experience more relevant. Service learning has been shown to increase attendance, build stronger relationships between teachers and students, improve academic performance and motivate students to achieve as they see the results of their hard work having a positive impact on others.

The new generationOn web platform and resources for kids, teachers, non profits and communities will launch this September 2010. Key initiatives include: a national youth leadership program, Hasbro Community Action Hero Awards, a club model that allows kids to participate in service around the globe, a signature kid-powered volunteer week, grants for youth service, tools for teachers and parents and significant support for the nonprofit and education fields to ensure that all youth have the opportunity to discover their potential through service. Please visit www.generationOn.org for more details.

About Hasbro, Inc.

Hasbro, Inc. 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 work strives to bring “the sparkle of Hope, the joy of Play and the power of Service” in to the lives of the children who need it most 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) 2010 Hasbro, Inc. All Rights Reserved.

About generationOn

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, nonprofits 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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