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FOR IMMEDIATE RELEASE

Hasbro, Inc. Delivers Toys, Games and Smiles for the Holidays

Through product donations, more than half a million children will receive a Hasbro toy or game through key non-profit organizations across the U.S.

PAWTUCKET, R.I. (December 21, 2009) -- Hasbro, Inc. (NYSE: HAS) is helping to make the holidays brighter for children in need this holiday season. Through its product donation program, the Gift of Play, Hasbro will give over \$5 million worth of toys or games, to children in the U.S. this holiday season.

"This has been a difficult year for a great number of families and Hasbro has been hard at work helping to ensure that over 500,000 children in need still experience the joy of the season," said Brian Goldner, Hasbro's president and chief executive officer. "We are proud to work with wonderful non-profit organizations that share our passion for helping children in need."

The toys and games donated by Hasbro will be distributed by non-profit organizations throughout the country. Each of the organizations helps families who find it difficult to provide gifts to their children each holiday season.

Sister Emerita McGann of the Congregation of Divine Providence acknowledged the benefits of Hasbro's giving, sharing that it's not only children who experience the joy of the gift, but also the parents and caregivers. Located in the Appalachian foothills in Kentucky, the organization works to educate the most vulnerable children and adults so they can develop their full potential. Hasbro's support has impacted more than 150,000 children in that region throughout its 10-year relationship.

"Giving like this has a marvelous effect on the family. So many parents are struggling to feed their children and the thought of not being able to give them a toy at Christmas intensifies the pain," Sister Emerita explained. "But thanks to Hasbro's holiday toy donation program, these parents, who want nothing more than to make their children happy, can maintain a sense of dignity. This makes the joy of giving reciprocal."

In addition to the Congregation of Divine Providence, Hasbro works with non-profit organizations from coast to coast to identify those most in need. Some of these organizations include:

- *Fisher House Foundation* – The foundation builds homes for the military on the grounds of major medical centers, enabling families to live together while a member of the service is hospitalized or going through rehabilitation for an extensive period of time. Hasbro provides toys to the children staying in Fisher House homes over the holidays. More than 4,000 children of U.S. soldiers have benefited from Hasbro's donation.
- *Homes for the Homeless (HFH)* – This New York City-based organization works with homeless families throughout the city. In the nine years that HFH has been receiving toys from Hasbro, they estimate the donations have positively impacted the lives of 17,000 children.

- *Shelter Partnership* – Located in Los Angeles, this group has been a leader in the fight against homelessness in Los Angeles County. Since 2006, Hasbro's donations have impacted more than 60,000 children in this area.
- *Marine Toys for Tots Foundation* – Provides hope and happiness to economically disadvantaged children nationwide through the gift of a shiny new toy during the Christmas holiday season. Through Hasbro's 12-year relationship with Toys for Tots, the company's toy and game donations have impacted more than a million children.
- *Treehouse* – This Seattle-based organization responds to the needs, hopes and dreams of foster children throughout Seattle. Hasbro began supporting Treehouse in 2001 and since then has impacted more than 17,000 children.
- *Walking Shield* – Based in Lake Forest, Calif., Walking Shield has a mission to improve the quality of life for American Indian families west of the Mississippi. Since 1992, Hasbro product donations have impacted more than 200,000 children.

Jennifer Marquez of Shelter Partnership echoed Sister Emerita's sentiments. "So many families, too many really, are having to choose between vital needs like food and rent, and giving a holiday gift to their children. Hasbro's donation allows us to help parents experience the joy of giving to their children," she said.

As in past years, Hasbro also has specific programs in place to address the need in areas where the company has operating facilities. Those areas and the number of children impacted are: Rhode Island (43,000 children), Western Massachusetts (60,000 children) and Renton, Washington (4,000 children).

Hasbro's Gift of Play program is just one component of Hasbro's multi-faceted approach to corporate philanthropy. In addition to the Gift of Play, Hasbro helps children facing critical life obstacles through its Gift of Hope, grants that help children through the Hasbro Children's Fund, and Team Hasbro, Hasbro's employee volunteer program, which provides the "gift of a helping hand."

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, PLAYSKOOOL, 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 <http://www.hasbro.com>. (C) 2009 Hasbro, Inc. All Rights Reserved

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