

## Hasbro, Inc. to Fund Child-Friendly Space in Chile

### Hasbro Children's Fund Donation of \$25,000 Will Benefit Children in Lota

PAWTUCKET, RI, April 1, 2010 - In response to the devastating earthquake that hit Chile on February 27<sup>th</sup>, Hasbro, Inc. (NYSE: HAS), through the Hasbro Children's Fund has donated \$25,000 to World Vision to fund the creation of a Child-Friendly Space in the community of Lota.

Child-Friendly Spaces -- designed to give children the psychological and emotional support they need to recover from their distress and prepare for a new start in life -- are set up in schools, churches, and other areas to provide children with a safe place to play and participate in activities such as arts, crafts, music, and drama. Children can also talk to peers and psychologists to help heal from the trauma and loss they've experienced.

"Children are the among the most vulnerable earthquake survivors in Chile, and we are proud to work with World Vision in creating a safe haven in Lota, where children can hopefully regain a sense of routine and normalcy as quickly as possible," said Karen Davis, Hasbro's Vice President of Community Relations.

World Vision, which has worked in Chile for 30 years, will create 20 Child Friendly Spaces throughout the country, providing structure and safety to nearly 3,600 children and teenagers in the communities of Lota, Coronel, and Dichato.

#### **Hasbro, Inc.**

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. Hasbro's philanthropic efforts reflect this mission by providing "the Sparkle of Hope, the Joy of Play and the Power of Service" 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) 2010 Hasbro, Inc. All Rights Reserved

#### **World Vision**

World Vision is a Christian humanitarian organization dedicated to working with children, families and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. World Vision serves all people, regardless of religion, race, ethnicity or gender. For more information, please visit [www.worldvision.org/press](http://www.worldvision.org/press).