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SHERMAN OAKS, CA - October 19, 2010 – Today, [Hasbro, Inc.](http://www.hasbro.com) (NYSE: HAS), Hasbro Studios and The Help Group will come together for the grand opening of a new Boundless playground at [The Help Group](http://www.thehelpgroup.org)'s new state-of-the-art autism center in Sherman Oaks. This is the first playground designed specifically for children with autism spectrum disorders in California and bordering states.

The Help Group's seven specialized day schools offer programs for more than 1,300 pre-kindergarten through high school students with special needs, including autism. The playground being unveiled today will serve a broad age range of children, with specific areas designed to serve the developmental needs of the intended users in a physically rigorous and challenging environment.

"To look at this new playground is to see a colorful, inviting, engaging space that would appeal to any child, but it is filled with wonderful features that that will surely enrich the experiences of our children," said Dr. Barbara Firestone, The Help Group president and CEO. "We are immensely grateful to Hasbro for its vision and generosity in making this playground possible."

The Help Group's new playground is the sixth Boundless playground created across the country with the full support of the Hasbro Children's Fund, the philanthropic arm of Hasbro, Inc. This gift marks the first charitable initiative in Los Angeles for Hasbro and the newly founded Hasbro Studios. Hasbro, Inc. is a leader in corporate philanthropic efforts nationally and internationally working with philanthropic partners around the world, including Boundless Playgrounds. Hasbro was the founding corporate sponsor of Boundless Playgrounds more than 12 years ago.

"We are so pleased to make our first gift in the Los Angeles area to a specially-designed Boundless Playground for children with autism," said Brian Goldner, Hasbro president and CEO. "We were impressed with the work being done by The Help Group and we know from our experience with Boundless that this type of playground really makes a difference in the lives of children."

The playground includes many different types of structures that provide opportunities for interactive learning, developmental experiences and encourage sharing activities that are critical to fostering social skills. Additionally, there are a number of features that help promote sensory exploration such as a sand and water table, music and percussive stations and a multicolored, rubberized ground covering.

The vision of the Boundless Playgrounds organization is to build truly inclusive playgrounds where children — and adults — of all abilities can play and learn together in a fun and welcoming environment. Since 1997, Boundless Playgrounds has been the leading national nonprofit developer of truly inclusive playgrounds. Hundreds of thousands of children, parents, grandparents, other caregivers, military veterans and their family members with a disability or limited mobility impairment can freely navigate on over 200 Boundless playgrounds in 33 states and Canada. As a founding national sponsor of Boundless Playgrounds, Hasbro has donated more than \$1 million to the organization, helped to establish a national resource center, launched

an educational campaign, built six signature playgrounds, and supported the development of 24 Boundless playgrounds in disadvantaged communities across the country.

About Hasbro, Inc.

Hasbro, Inc. (NYSE:HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is www.hubworld.com. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved. 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 <http://www.hasbro.com>. © 2010 Hasbro, Inc. All Rights Reserved.

About The Help Group

Established in 1975, The Help Group is the largest and most comprehensive nonprofit organization of its kind in the United States serving children with special needs related to autism spectrum disorders (ASD), learning disabilities, ADHD, mental retardation, abuse, and emotional problems. At the heart of our efforts is the commitment to helping young people fulfill their potential to lead positive, productive, and rewarding lives. With 800 + staff members, The Help Group's innovative programs and services are located on four major campuses in the Los Angeles area with a fifth opening in October 2010.

About Boundless Playgrounds

Boundless Playgrounds is the leading nonprofit developer of truly inclusive playgrounds where children of all abilities gain the important developmental and physical benefits of unstructured play. On a Boundless Playground all children can be in the middle of the fun. There are close to 200 Boundless Playgrounds in 33 states and Canada, with dozens more under development. For more information about Boundless Playgrounds, visit www.boundlessplaygrounds.org.

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