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FOR IMMEDIATE RELEASE

HASBRO, INC. VICE PRESIDENT OF COMMUNITY RELATIONS, KAREN DAVIS, APPOINTED 2008 ACCP BOARD OF DIRECTORS CHAIR

PROVIDENCE, RI – May 29, 2008 - Karen Davis, vice president of community relations for Hasbro, Inc. has been elected chair of the Board of Directors of the Association of Corporate Contributions Professionals (ACCP). ACCP, an independent organization, is a leading resource for corporate giving professionals, with some 150 of the world's largest corporations as members.

"The outlook of our association couldn't be brighter. Karen brings such passion and integrity to this organization," said Mark Shamley, president of ACCP. "Her extensive experience in corporate giving and her visionary outlook are qualities sure to lead ACCP into its next phase as a leader in corporate social responsibility. Karen will continue to build upon our success, laying a solid foundation for the organization's future," Shamley continued.

"ACCP has proven to be a vital asset in assisting professionals responsible for corporate philanthropy programs, and I am proud to be entrusted with its leadership," Davis said. "The organization, whose members represent over \$20 billion in annual investment in social issues, provides a much-needed forum for corporate giving professionals, allowing us to share ideas, discuss challenges, and keep current on issues.

Davis, is responsible for the philanthropic programs of Hasbro, Inc., including managing the Hasbro Children's Fund, the corporate grantmaking arm, product donations, employee volunteer programs, cause related marketing, and strategic philanthropic relationships. Through its philanthropic programs, Hasbro annually helps over 5 million children in need worldwide.

In addition to a new Board chair, ACCP announced the appointment of five new directors: Rhonda Crichlow, executive director of philanthropy and community development for Novartis Pharmaceuticals; Rich Henning, vice president of communications, community relations and proposal development for United Water; Melanie Mortimer, director of global philanthropy for Merrill Lynch; Tim Nowlis, director of government relations & global corporate citizenship for Boeing; and Dean Thorp, regional vice president for Wells Fargo.

The Association of Corporate Contributions Professionals (ACCP) is an advocacy, information, and continuing education organization open to corporate contributions, community relations and employee volunteerism managers. Its membership totals some 150 of the world's largest corporations with a combined annual giving total reaching \$20 billion. Member companies have access to an array of services and tools that assist corporate giving managers in effectively meeting the dynamic social challenges that impact their businesses and communities. Additional

information regarding ACCP can be found on its website at www.accprof.org. ACCP is not affiliated or aligned with any other institution.

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER, and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

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