

America's Second Harvest Receives Grant from Hasbro Children's Fund; Expanded Backpack Program to Feed 1,800 Additional Children

CHICAGO, Nov. 17, 2006 -- America's Second Harvest, the nation's largest domestic hunger relief organization, today announced that it has received a 3-year, \$413,000 grant from the Hasbro Children's Fund, the philanthropic giving arm of Hasbro, Inc. (NYSE: HAS). The Fund's grant will expand the America's Second Harvest Backpack program into 20 rural, suburban and urban communities across the country, serving an additional 1,800 children each year.

America's Second Harvest's Backpack Program provides children at risk of hunger with backpacks full of nutritious, kid-friendly food for the weekend and during school breaks through discrete food distribution. Hasbro, which began supporting the Backpack program in 2004, has provided over \$700,000 to this initiative. Currently, more than 100 food banks have Backpack Programs, many as a result of the grant from Hasbro Children's Fund.

"By funding America's Second Harvest, we will help feed 1,800 children who would otherwise have very little to eat when they go home from school for the weekend," said Al Verrecchia, Hasbro, Inc.'s chief executive officer. "Funding charitable programs like these gives us another opportunity to make the world smile in addition to the great games and toys we make."

Hasbro helps children triumph over critical life obstacles through "gifts of hope, play and a helping hand." The Company achieves this mission by supporting programs that help critically ill, physically challenged and at-risk children. Hasbro Children's Fund was also recently honored with the 2006 "Grantmaker of the Year" award at the 2006 Hunger Hope Awards for their nearly \$725,000 in gifts and pledges to the Backpack program to date.

"For many children, the backpacks they will receive because of Hasbro's donation will provide essential nutrition while they are away from school," said Vicki Escarra, president and CEO of America's Second Harvest. "With this grant from the Hasbro Children's Fund, we are able to meet the needs of hungry children at times when other resources are not available and greatly expand our program into other rural, suburban and urban communities across the country."

About America's Second Harvest

America's Second Harvest is the nation's largest domestic hunger-relief organization with a national network of more than 200 regional food banks and food-rescue programs, serving all 50 states and Puerto Rico. It distributes 1.4 billion pounds of donated food and

grocery products annually. America's Second Harvest's network supports approximately 50,000 local charitable agencies, operating more than 94,000 food programs, including food pantries, soup kitchens, women's shelters, Kids Cafes, Community Kitchens. These local organizations provide emergency food assistance to 23 million hungry Americans, including more than nine million children and almost three million seniors each year. For more information, visit the web site at <http://www.secondharvest.org>.

About Hasbro, Inc.

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. 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.