

**Hasbro, Inc. Announces Special Partnership With Give Kids The World Including a One-of-a-Kind Version of CANDY LAND (R) Game Based on Give Kids The World Village**

Wish Children From All 50 states, Canada and England to Play World's Largest CANDY LAND During GKTW 20th Anniversary Celebration

March 7, 2007 Hasbro, Inc. has announced it is creating a one-of-a-kind version of their famous CANDY LAND game based on the Give Kids The World Village. The game is being presented as a special gift to Give Kids The World (GKTW), as they celebrate 20 years of creating laughter and inspiring hope for children battling life-threatening illnesses.

Hasbro representatives will be at the Village to unveil the game on March 7, 2006 during the 20th Anniversary Celebration. Each new wish family who arrives at Give Kids The World will receive one of the special edition CANDY LAND games, which are expected to arrive early this summer.

As part of the celebration, Television and Broadway star John Stamos will join Princess Frostine and Lolly, as wish children and their families from all 50 states, Canada and England, play the world's largest CANDY LAND on site. The game will feature 3' x 3' colored game board squares, oversized candy canes, gumdrops and the world's largest gingerbread man.

GKTW president Pam Landwirth was ecstatic about the announcement. "This CANDY LAND game will be one of the most cherished gifts our families could ever receive to help carry the magic of the Village home with them. There simply aren't enough superlatives to describe the incredible job the Hasbro team has done to capture the essence of the Village," she said. "It will help them relive all of the wonderful memories they made together as a family at the Village -- what a truly priceless gift."

The Give Kids The World Village CANDY LAND game is the first version associated with a nonprofit. This limited edition game will be available only through Give Kids The World.

Hasbro further demonstrated its commitment to the Village when they announced that they would be providing a Boundless Playground, designed for children of all abilities, to be constructed during the Village's expansion effort. Boundless Playground Co-Founder Amy Jaffe Barzach will be in attendance for the festivities.

In addition, Hasbro will be sponsoring the GKTW weekly Christmas celebration by contributing over 18,000 toys and games during the year. The weekly Christmas merriment is a favorite activity for the families.

"We have been deeply touched by the joy and sincere caring Give Kids The World provides for children and families when they need it most," said Karen Davis, Hasbro Inc.'s vice president of community relations. "We are honored to form this very special

partnership with them."

Pam Landwirth noted parallel visions shared by the two organizations. "Who could envision a more perfect partnership than Hasbro and Give Kids The World. Both organizations are dedicated to bringing joy and laughter into the lives of children and families. Hasbro's special gift of the Give Kids The World CANDY LAND, the donation of the playground and its support of our weekly Christmas celebration shows their sincere desire to help children."

The 20th Anniversary festivities highlight a property expansion project of Give Kids The World Village that will more than double its capacity of family villas from 96 to 240. This is a major step in achieving its mission to fulfill the wishes of all children with life-threatening illnesses and their families from around the world whose one wish is to visit the Central Florida attractions.

#### ABOUT HASBRO, INC.

Hasbro (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.

#### ABOUT GIVE KIDS THE WORLD

Give Kids The World Village is a 70-acre, nonprofit resort that creates magical memories and fulfills wishes for children with life-threatening illnesses and their families. GKTW provides accommodations at its whimsical resort, donated attractions tickets, meals and more for a week-long fantasy vacation. With the help of many generous individuals, corporations, and partnering wish granting organizations, Give Kids The World has welcomed nearly 75,000 families from all 50 states and 53 countries.