



News Release
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HASBRO LAUNCHES CHILDREN'S FUND

New giving strategy dedicated to helping the world's most vulnerable children

PAWTUCKET, RI (May 23, 2006) – **Hasbro, Inc.** (NYSE:HAS) announced today the launch of a new philanthropic program that will help critically ill, physically challenged and at-risk children worldwide triumph over their challenges. The Hasbro Children's Fund, which has partnered with 10 non-profit organizations across the globe, will dedicate more than \$3.5 million over the next three years to support this monumental effort. Among those who will benefit from the Fund's "gifts of hope, play and a helping hand" are many worthy programs that provide respite to terminally or seriously ill children; educational intervention for children at-risk; and basic necessities for children in crisis.

The Hasbro Children's Fund, which consolidates the Hasbro Children's Foundation and the Hasbro Charitable Trust, will focus Hasbro's philanthropic efforts on helping children and their families who are facing critical life obstacles. Hasbro will continue to support programs in the local communities within its operating areas by donating approximately \$1 million in cash in 2006. The Company will also give approximately \$5 million in product donations worldwide.

"Today's launching of the Hasbro Children's Fund is a celebration of what makes our jobs and what we do here at Hasbro so special," said Alfred J. Verrecchia, Hasbro, Inc.'s Chief Executive Officer. "Throughout our company's history, we have felt strongly that because we make a living entertaining children, it is our obligation to give back and help the most vulnerable youth in our society."

In addition to its financial contributions, Hasbro employees will continue to volunteer time in their communities through "Team Hasbro." Last year, Team Hasbro contributed more than 10,000 hours in community service.

"The new Hasbro Children's Fund will reach children in a more powerful way," said Curt Weeden, CEO of the Association of Corporate Contributions Professionals (ACCP). "The new initiative continues Hasbro's proud tradition of helping children throughout the world from Rhode Island to Zambia. The Children's Fund is a reflection of the generous spirit of the company and its employees."

During a company-wide employee event, Hasbro announced that, in addition to its local giving programs, it would also partner with 10 regional, national and international non-profit organizations. Those selected for a 3-year commitment from the Hasbro Children's Fund include:

Operation Smile – *Throughout the world, Operation Smile volunteers repair childhood facial deformities while building public and private partnerships that advocate for sustainable healthcare systems for children and families.*

World Vision – *World Vision, one of the largest international relief agencies, is dedicated to helping children and their communities worldwide reach their full potential by tackling the causes of poverty. World Vision helps transform the lives of the world's poorest children and families in nearly 100 countries, including the United States.*

America's Second Harvest – *The nation's largest charitable hunger-relief organization. Last year, America's Second Harvest Network provided food assistance to more than 25 million low-income, hungry people in the United States, including more than 9 million children.*

Hole in the Wall Camps – *The world's largest family of camps for children with serious illnesses and life threatening conditions. Children with cancer, sickle cell anemia, HIV/AIDS, and many other conditions come to Camp to experience the simple joys of childhood, without compromising any of their medical needs thanks to state-of-the-art medical care. To date, nearly 100,000 seriously ill children from throughout the United States and 31 countries have attended Hold in the Wall Camps free of charge.*

Teammates for Kids – *Through a team built with integrity and in partnership with professional athletes, celebrities, organizations, and fans, the Teammates for Kids Foundation, co-founded in 1999 by Garth Brooks, exists to develop and implement innovative concepts that generate funds for the benefit of children's charities.*

Big Apple Circus Clown Care Program – *A not-for-profit performing arts institution committed to kids and their families, the Big Apple Circus works to bring the magic and joy of circus into the community. Big Apple's Clown Care Program brings laughter to the bedsides of hospitalized children in 18 pediatric facilities nationwide, including Hasbro Children's Hospital.*

Starlight Starbright – *Transforms the lives of seriously ill children and their families through imaginative programs that educate, uplift their spirits, foster a sense of community and help alleviate the pain and fear of prolonged illness.*

Give Kids The World – *A non-profit resort that creates magical memories for children with life-threatening illnesses and their families. Wish-granting organizations coordinate transportation to Orlando, while Give Kids The World provides accommodations at its whimsical resort, donated attractions tickets, and meals for a week-long fantasy vacation. Since its founding in 1986, Give Kids The World has welcomed families from all 50 states and 50 countries.*

Angel Flight New England – *A volunteer organization that provides free flights so children and adults can access medical care for as long and as often as needed.*

The Dunn Institute – *A non-profit organization providing programs and services addressing the needs of those living or working with learning differences. The Dunn Institute's mission is to help all children with learning disabilities to be successful by providing training for teachers, services for students, and resources for families and the community.*

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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