



FOR IMMEDIATE RELEASE

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Team Hasbro Celebrates Earth Day with Playground Clean Up

Thirty-five Hasbro employees dedicate workday to renovate Boundless Playground

Providence, RI - April 22, 2008 - In honor of Earth Day Team Hasbro will be devoting time to renovate and clean up the Hasbro Boundless Playground at Roger Williams Park in Providence. Volunteers will be restoring the playground by cleaning up the site and repairing or replacing equipment.

Team Hasbro enables Hasbro employees to give their time and energy to community programs. Hasbro employees are eligible for paid time away from work to conduct child-focused volunteer activities.

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.

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