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News Release FOR IMMEDIATE RELEASE

Contact: Dawn Ratté
401-453-4748; 401-580-9597 (C)
dratte@advertisingventures.com

Mary Sadlier
401-453-4748; 401-556-3252 (C)
msadlier@advertisingventures.com

HASBRO GAMES RINGS-IN THE HOLIDAYS WITH LAUNCH OF 2007 *HASBRO CHILDREN'S GIVING TREE*

Hasbro continues the tradition of donating toys and games to needy children while encouraging the community to spread a little kindness.

EAST LONGMEADOW, MA (November 20, 2007) – Hasbro, Inc., (NYSE: HAS) today launched its 23rd annual *Hasbro Children's Giving Tree*. This program provides toys and games, as well as food over the holidays to underprivileged children in the Springfield area, and encourages community members to perform "Acts of Kindness" in the holiday spirit. The *Hasbro Children's Giving Tree* – which runs from November 20 through December 14 – is located at the Eastfield Mall, Springfield. As part of the program, Hasbro will donate toys and games to underprivileged children through the United Way of Pioneer Valley and the Salvation Army of the Greater Springfield Area. All food items will be donated to Rachel's Table in Springfield.

"The Children's Giving Tree is a tremendous 'feel-good' program that has warmed the hearts of many over the years," said Phil Jackson, Group Executive Games. What is especially gratifying about this program -- now in its 23rd year, is that its success hedges on a team effort by Hasbro and community members, and each year, we continue to be amazed by the outpouring of support we receive from the community. Because of their generosity and the links we have to those in need through our partnering non-profit agencies, Hasbro is able to make the holiday season brighter for the children and families in need in our area."

To participate, Hasbro asks that community members bring non-perishable food items and messages about their "Acts of Kindness" to the *Hasbro Children's Giving Tree*. The "Acts of Kindness" messages will be displayed on the *Giving Tree* through the duration of the

program, and the food items will be donated to Rachel's Table -- a non-profit, Springfield-based organization that provides food distribution service to the homeless and hungry.

(more)

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The Hasbro Children's Giving Tree is located at the Eastfield Mall, near Steve and Barry's University Sportswear. "Acts of Kindness" slips and food donations can be dropped off Mondays through Saturdays 10 a.m. to 7 p.m. and on Sundays from noon to 6 p.m. for the duration of the program. "Acts of Kindness" forms for the *Giving Tree* have been distributed to children through area schools and are also available on Hasbro's website at www.hasbro.org under special programs, and on-site at the *Hasbro Children's Giving Tree*.

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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