

LIFE-SIZED CANDY LAND PLAYGROUND OPENS AT FLORIDA'S GIVE KIDS THE WORLD VILLAGE

*Grand Opening of Matthew's Boundless Playground Offers Unrestricted Play
for Children of All Abilities*

ORLANDO, FL – July 14, 2008 – Give Kids The World today announced the grand opening of Matthew's Boundless Playground at Give Kids The World Village, a 70-acre, nonprofit resort that fulfills wishes for children with life-threatening illnesses and their families. Matthew's Boundless Playground, located on the grounds of Give Kids The World Village, allows children of all abilities to enjoy its space and equipment as they explore the magical world of a life-sized Candy Land.

In a grand opening ceremony, the family of young Matthew McGowan, for whom Matthew's Boundless Playground is named, will join executives from Give Kids The World, Boundless Playgrounds and Hasbro to cut the ribbon, open the playground and take the first steps down the Candy Land trail.

Boundless playgrounds are inclusive playgrounds where all children, with and without disabilities, can gain the important developmental benefits of unstructured play. Matthew's Boundless Playground at Give Kids The World Village measures 240 feet by 60 feet and transports children into a life-sized version of the game of Candy Land. Complete with a colorful trail that leads through Gumdrop Pass and the Lollipop Forest to the Candy Castle, Matthew's Boundless Playground also includes models of classic Candy Land characters King Kandy, Princess Frostine and Gloppy, as well as traditional playground equipment modified for children with serious illnesses and disabilities.

"Matthew's Boundless Playground is a dream come to life for the children who visit Give Kids The World, and this day would not be possible without our generous friends at Hasbro," said Pamela Landwirth, president of Give Kids The World. "Our Village is truly a haven for our families, and is a place to create magical memories to last a lifetime. This incredible playground embodies the spirit and hope that Give Kids The World inspires in all of the families we serve."

The opening of Matthew's Boundless Playground marks another happy milestone in the evolution of Give Kids The World's relationship with international toy company

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Hasbro, Inc., Candy Land's manufacturer. A longtime supporter of Give Kids The World, Hasbro designed and produced the first custom edition of a Candy Land game two years ago to commemorate the organization's 20th anniversary. When Give Kids The World started planning a playground at the Village, Hasbro introduced them to the team from

Boundless Playgrounds. Inspired by the whimsical nature of Give Kids The World Village, as well as Hasbro's efforts on behalf of the project, it was a natural fit to create a playground built around the Candy Land theme, in the process creating the world's first life-sized Candy Land game.

"The Give Kids The World mission embodies the goals of Hasbro, Inc.'s corporate philanthropy efforts to bring joy and laughter into the lives of children and their families," said Brian Goldner, CEO of Hasbro, Inc. "The spirit of Candy Land comes to life at this magical place, which was created to bring joy to the children who need it the most."

The grand opening ceremony includes a ribbon-cutting with the family of Matthew McGowan, for whom the playground is named. Mathew and his family enjoyed a dream vacation at the Village, and his brave fight against cancer touched the Give Kids The World family. Matthew passed away last year, just a few weeks before his ninth birthday, and the playground is named for him to honor his bravery, determination and joyous spirit.

Matthew's Boundless Playground is located on the grounds of Give Kids The World Village in Kissimmee, Florida, just outside of the city of Orlando. The construction of the playground is part of the Give Kids The World property expansion effort which will more than double the capacity of the Village, increasing the number of family villas from 96 to 196.

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, non-profit 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 88,000 families from all 50 states and 65 countries. www.gktw.org

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