



## PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

### **Attleboro Resident Earns Hasbro Hero Award**

PAWTUCKET, RI (November 9, 2007) – Hasbro, Inc. (NYSE:HAS) announced that Susan Taylor, of Attleboro, Mass., is the newest recipient of the Hasbro Heroes Award. Hasbro Heroes is a Team Hasbro employee recognition program that honors dedicated Hasbro employees for their commitment to children through volunteerism. One employee from the Pawtucket headquarters is selected each quarter.

Taylor, who was selected by the Team Hasbro Steering Committee, has made a difference in the lives of many children and their families in the community by lending her extensive design expertise to several area non-profit organizations, including: St. Cecilia's School in Pawtucket; The Ali Fund, which provides financial support for Boston Children's Hospital Cardiac Unit; the CVS Charity Classic, which benefits Hasbro Children's Hospital; and the March of Dimes.

Taylor was recently named Senior Art Director at Hasbro's in-house media production group. In the past, she served several years as Senior Art Director for the Creative Services Studio at Hasbro.

"Have you ever heard the old saying, 'If you want something done, give it to a busy person to do?'" Sue Taylor is one of those rare individuals whose energy, spirit, and enthusiasm seem truly inexhaustible, both as an employee and as a volunteer," said Hasbro Chief Executive Officer Alfred J. Verrecchia. "We're very lucky – and very proud – to have her on our Hasbro team."

The Team Hasbro program enables employees to put their time and energy toward community spirited programs and initiatives. Employees who volunteer are eligible for up to four hours of paid time away from work to conduct their volunteer activity, which must be child focused. Last year Hasbro employees contributed more than 10,000 hours.

#### **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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