

## Hasbro, Inc. at the Request of U. S. Ambassador Donates 20,000 Dolls to World Vision for Distribution in Zambia

SEATTLE, WA – June 29, 2007 – Thousands of children living in poverty in the southern Africa nation of Zambia will receive the joy of baby dolls to call their own. Hasbro, Inc. (NYSE: HAS) has donated 20,000 black Baby Alive Sip N Slurp dolls to World Vision.

Hasbro is supporting the work of World Vision in Zambia with a three-year commitment to help support 40 schools, train teachers and purchase trucks to help move gift in kind quicker through the region. The 20,000 dolls are being manufactured in addition to Hasbro's normal run of this product, specifically for Zambia.

The donation was fueled by a heartfelt request by Carmen Martinez, the U.S. Ambassador to Zambia, to the vice president of community relations for Hasbro, Karen Davis, when she visited the Hasbro-supported World Vision projects in Zambia last fall. The Ambassador specifically asked if there was any way Hasbro could help get black dolls into Zambia, as they are nearly impossible to procure or manufacture in country. Moved by having seen the difference a toy can make in the life of a child living in poverty, Davis agreed to pursue this request.

"This is an exceptionally generous donation that World Vision is taking great joy in distributing," said World Vision senior vice president Mike Veitenhans. "Hasbro is a longtime partner with World Vision in building a better world for children, and toys as special as these go a long way toward helping children understand how much they are loved and valued."

World Vision is well-structured to effectively distribute the dolls in Zambia, due to its strategy of reaching orphans and vulnerable children in remote rural areas through 12,000 volunteer caregivers supported by RAPIDS (Reaching HIV/AIDS Affected People with Integrated Development & Support). World Vision is the lead agency of this consortium of six NGOs funded by USAID under PEPFAR, who are working together to respond to HIV/AIDS impacted households in 52 of Zambia's 72 districts.

About Hasbro

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.

World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. World Vision serves all people regardless of religion, race, ethnicity, or gender. For more information, please visit [www.worldvision.org](http://www.worldvision.org).

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