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FOR IMMEDIATE RELEASE

Hasbro, Inc. Participates in National Day of Service and Remembrance

Team Hasbro volunteers, joined by Rep. Patrick Kennedy, donate their time on 9/11 to benefit World Vision and Birthday Wishes

PAWTUCKET, R.I. (September 11, 2009) – Today, Hasbro, Inc. (NYSE:HAS) and its employees were joined by U.S. Representative Patrick Kennedy, as they commemorated the National Day of Service and Remembrance, helping serve families across the globe and across the street. September 11 was officially recognized as a National Day of Service and Remembrance for the first time when President Obama signed the Edward M. Kennedy Serve America Act this past April. Team Hasbro, the company's employee volunteer program, turned the main hallway at Hasbro's headquarters into an assembly line to benefit and serve World Vision and Birthday Wishes, two of its charity partner organizations.

"Participating in this National Day of Service and Remembrance was an easy decision given our employees' long dedication to service through Team Hasbro," said Brian Goldner, Hasbro president and chief executive officer. "We're also happy to help both World Vision and Birthday Wishes, two charity partners who share our dedication and commitment to helping children in need."

One piece of Hasbro's service project involves the assembly of 500 Caregiver Kits for World Vision, one of the world's largest humanitarian relief organizations. The Caregiver Kits are filled with basic supplies to help improve and prolong the lives of children and families who are living with AIDS and HIV. According to World Vision, 33 million people are currently infected with HIV and there are 15 million children who have lost one or both parents to AIDS. For the past four years Hasbro has supported children in Zambia through a program run by World Vision.

"We are incredibly grateful to all of Hasbro's employees for assembling these critically-needed kits," said Mike Veitenhans, World Vision's senior vice president of corporate development, gifts-in-kind and U.S. programs. "By equipping 100 Zambian caregivers for an entire year, the efforts of Hasbro employees are multiplied to impact thousands of children and families in their daily struggles against this deadly disease."

Team Hasbro is also assisting Birthday Wishes, an organization they helped launch in Rhode Island and whose mission is to bring birthday parties to children living in homeless shelters, by building "Birthdays in a Box." These boxes include everything needed for a homeless shelter to host a birthday party - from cake mix and candles to goodie bags and party hats. The Birthday Boxes being assembled on the 9/11 National Day of Service and Remembrance will provide 100 homeless children a day that will make them feel both special, and like a "regular kid."

“Birthday Wishes’ partnership with Hasbro has been instrumental in bringing us closer to our goal of reaching all homeless children in Rhode Island and serving as a model for similar programs nationwide,” said Lisa Vasiloff, cofounder and executive director of Birthday Wishes. “More than 2,000 homeless children annually will celebrate their birthdays joyfully thanks to the generosity of the Hasbro Children’s Fund and the employees of Hasbro, who serve as tireless volunteers for every Rhode Island party we throw.”

Team Hasbro volunteers regularly participate in volunteer efforts around the country. With a mission to “Make our Community Smile” through its “Gift of a Helping Hand,” these volunteers are encouraged to give of their time, energy and talents through spirited programs and initiatives. Hasbro provides each employee up to four hours of paid time away from work each month to conduct volunteer activities that benefit children.

About Birthday Wishes

Birthday Wishes was founded in August 2002 when three friends and colleagues -- Lisa Vasiloff, Karen Yahara and Carol Zwanger – came together to enrich the lives of homeless children. The mission was simple – all children, regardless of their living situation, deserve to celebrate their birthdays joyfully, surrounded by friends, family and others who care. Today, Birthday Wishes throws birthday parties for the more than 2,000 children living in more than 85 shelters in Massachusetts and Rhode Island. The organizations grassroots philosophy also fosters the spirit of volunteerism and community service in the adults, children and families who donate their time and resources to our cause. Learn more about Birthday Wishes at www.birthdaywishes.org.

About World Vision

World Vision is one of the largest international relief and development organizations dedicated to helping children and their communities worldwide reach their full potential by tackling the causes of poverty. We serve the world’s poor - regardless of a person’s religion, race, ethnicity or gender. For more information, please visit <http://www.worldvision.org/press> .

About Hasbro

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children’s and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. 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. Come see how we inspire play through our brands at <http://www.hasbro.com>. (C) 2009 Hasbro, Inc. All Rights Reserved

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