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*Hasbro Supports Back-To-School Event in Tornado-Damaged
Holt, Alabama this Saturday*

- *1,700 Children to receive backpacks, school supplies, books and toys at July 30 event*
- *Hasbro donates over 10,000 toys and games for children as part of the Southern disaster response*

Tuscaloosa, AL (July 29, 2011) As part of the long-term rebuilding efforts in tornado-ravaged Alabama, [World Vision](#) will bring together local school and community leaders and corporate partners to host the Holt Day of Caring at Holt High School on Saturday, July 30, 2011. World Vision's long-time supporter, Hasbro, Inc. (NASDAQ:HAS) sent a shipment of 4,500 toys and games for the children in Tuscaloosa. As more storms hit in Joplin, MO, Hasbro sent additional toys and games to the disaster-ravaged southern communities, making it a total donation of over 10,000 pieces.

"The children in both Alabama and Missouri have experienced challenges unlike most other kids their age. We hope these toys and games will help provide some comfort and enjoyment following the devastating tornadoes that impacted their lives and communities," said Karen Davis, vice president of Community Relations at Hasbro, Inc. "Hasbro has a long-standing philanthropic partnership with World Vision and we're pleased to be able to support the children affected by the tornadoes earlier this year."

More than 3,000 parents and children are expected to attend Saturday's event, where, in addition to the toys and games being donated, 1,700 stuffed backpacks will be distributed to children in the Holt School District as they prepare to return to school this fall. School officials, community leaders and over 50 local volunteers will join World Vision and Hasbro for a day of caring to support this community still so much in need.

"We are deeply grateful for Hasbro's generous donation of toys and games to help give these children something to smile about after such a difficult time," said Jeff Fields, World Vision's senior director of corporate relations. "Hasbro has been an incredible partner of World Vision since 1998, supporting global programs such as the Hasbro HIV/AIDS RAPIDS initiative in Zambia and providing support following disasters such as Hurricane Mitch, the tsunami in Asia and the earthquake in Haiti."

World Vision is an international organization working in nearly 100 countries. Domestically, World Vision is committed to supporting children, teachers, and communities in the U.S. through core programs intended to empower children and youth, and equip communities through capacity building and education. These programs are made possible through the donations of generous corporations, individuals, and partners.

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About Hasbro:

Hasbro, Inc. (NASDAQ:HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program,

Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is www.hubworld.com. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved. Hasbro's philanthropic work strives to bring "the sparkle of Hope, the joy of Play and the power of Service" into the lives of the children who need it most 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>. © 2011 Hasbro, Inc. All Rights Reserved.

About World Vision:

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/press