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Hasbro and Operation Smile Create Smiles for Over 100 Children in Brazil *Free Medical Treatment, Toys & Games Provided for Children Born with Clefts*

Norfolk, VA – Operation Smile provided free healthcare services and toys for more than 100 children during a 2-week medical mission in Rio de Janeiro, Brazil in August thanks to the support of Hasbro, Inc (NASDAQ:HAS).

This support included funding for over 100 young patients who received free reconstructive surgery for cleft lips and cleft palates and others who also received comprehensive medical evaluations including a visit with a pediatrician, dentist, speech therapist and child life specialist. After each surgery, the children in the post-operative ward were also given Hasbro toys and games to take home as their very own special gift – a joyful reminder of the day they received their new smile.

In Brazil, almost 6,000 children are born with a cleft each year. Worldwide, a child is born with a cleft every three minutes. One in 10 of those children will die before their first birthday. Many parents of these children can't afford the surgery their child so desperately needs. In Brazil, 16.2 million people are classified as being in extreme poverty.

“This medical mission in Brazil was made possible because of Hasbro,” said Dr. Bill Magee, Co-Founder and Executive Chairman of Operation Smile. “Our patients and their families in Brazil are incredibly warm and vibrant, and yet the laughter and smiles of these children were hidden behind their clefts. Today, their futures are full of hope and opportunity, and they will always remember that Hasbro helped make that happen.”

During the medical mission in Rio de Janeiro, the medical team helped patients such as 8-month-old Douglas, whose parents traveled more than 20 hours to seek help for his bilateral cleft lip; and 2-year-old Raphael whose older sister Jessica was treated for a cleft lip by Operation Smile three years ago. In total, the team provided healthcare evaluations for 219 patients, and scheduled more than 100 patients for surgery.

“Hasbro is so pleased to partner with Operation Smile to help these children gain not only their smile but the ability to eat properly and live a life with hope.” said Brian Goldner, president and chief executive officer of Hasbro, Inc. “We have had a long and proud history of supporting the great work of Operation Smile.”

Over the last 20 years, Hasbro and Operation Smile have partnered to help thousands of children suffering from clefts globally. In addition to this recently completed mission, Hasbro will also sponsor an upcoming mission in Hangzhou, China this November.

During the medical mission in Rio, medical volunteers from Brazil, Argentina, Italy, the Philippines, Colombia, Panama, Venezuela, Ecuador, and the United States donated their time, expertise and talents to help these impoverished children. In addition, Operation Smile Brazil held a speech therapist course during the medical mission which resulted in the training of 35 local speech therapists from Rio de Janeiro. Operation Smile is committed to building sustainability and stronger healthcare infrastructures in its partner countries through medical education.

Hasbro has a longtime tradition of supporting children worldwide through its philanthropic programs, especially in communities across the globe where its employees live, including offices in Brazil. With over \$24 million in product and financial support provided in 2010 to charitable organizations worldwide, 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.

For more information on Hasbro's work with Operation Smile's global efforts, please visit www.operationsmile.org/hasbro. Follow Operation Smile on Twitter at www.twitter.com/operationsmile and on Facebook at www.facebook.com/operationsmile.

About Operation Smile (www.operationsmile.org)

Operation Smile, headquartered in Norfolk, Virginia, is an international children's medical charity with a presence in more than 60 countries, whose network of more than 5,000 medical volunteers from 76 countries is dedicated to helping improve the

health and lives of children. Since its founding in 1982, Operation Smile has provided more than 2 million patient evaluations and conducted over 200,000 free surgical procedures for children and young adults born with cleft lips, cleft palates and other facial deformities, as well as patients suffering from burns. To build long-term self-sufficiency in developing countries, Operation Smile donates medical equipment, provides year-round medical treatment through Comprehensive Care Centers, and trains local medical professionals in its partner countries so they are empowered to treat their own local communities.

About Hasbro, Inc. (www.hasbro.com)

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.

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