

HASBRO CHILDREN'S HOSPITAL
The Pediatric Division of Rhode Island Hospital
A Lifespan Partner

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Contact: Jill Reuter
(401) 444-6863
jreuter@lifespan.org

**Hasbro Children's Hospital unveils the
first "GetWellNetwork" system in New England**

Hasbro, Inc.'s \$1.5 million gift brings state-of-the-art program to children's hospital

PROVIDENCE, R.I. – Hasbro Children's Hospital has officially rolled out its newest tool to improve the patient experience for hospitalized children, a revolutionary technology platform called GetWellNetwork, courtesy of a \$1.5 million gift from the hospital's namesake Hasbro, Inc (NASDAQ:HAS).

The GetWellNetwork, now installed on all inpatient units at Hasbro Children's Hospital, provides patient education and entertainment by turning in-room television monitors into interactive experiences. The network, designed to connect and engage a patient and his or her parents to their care during their stay, is easy to use and accessible on a 22-inch touch-screen television in each patient room. Functionality is the same for each patient, but the content differs depending on a patient's needs. The content includes expert patient education, movies, internet use, patient surveys and interactive games.

"When a child is sick or injured, providing a way to keep a parent connected to friends and relatives, distract a child who's not feeling well, or easily inform staff about their patients' needs can make a huge impact on that family's experience," said Timothy J. Babineau, M.D., President and Chief Executive Officer of Rhode Island Hospital and its Hasbro Children's Hospital. "Hasbro, Inc. has brought even greater, family-centered care to our patients and we thank them for their vision to make us the first hospital in New England to offer this type of connection with our patients."

In support of Hasbro Children's Hospital's commitment to provide family-centered care, the GetWellNetwork not only allows for on-demand access to content by patients, but also allows a patient's doctors and nurses to deliver content to a patient's bedside using functions such as a "Question of the Day," educational programs specific to managing a child's diagnosis, or the Discharge Pathway program that helps guide families through discharge. These features allow caregivers to obtain insight and support their primary mission of providing top-quality care to their patients.

"We are pleased that this gift will help the Hasbro Children's Hospital continue its pioneering work in being one of the best children's hospitals not only in New England but the country as well," said Brian Goldner, President and Chief Executive Officer of

Hasbro, Inc. “The GetWellNetwork will really help each patient and their families feel more connected during their time in the hospital.”

In addition to improving the patient experience, GetWellNetwork hosts a management console that provides the hospital’s administration with valuable and quick feedback on service delivery, operational and regulatory information, all of which can be used to help future patients have a better hospital stay. The program includes charts that show goals and outcomes, comments from patients, statistics on patient volume and how many patients are using GetWellNetwork, as well as what functions they are using. In addition, the patient profile provides clinical staff with immediate feedback and insight as to how patients perceive the care they are receiving and a snapshot of patient activity during his or her hospital stay.

About Hasbro Children’s Hospital

Hasbro Children’s Hospital (www.hasbrochildrenshospital.org) in Providence, R.I., is the premier pediatric facility for clinical care, research and education for Rhode Island and surrounding southeastern New England. A private, not-for-profit institution, it is the pediatric division of Rhode Island Hospital. Rhode Island Hospital is the principal teaching hospital of The Warren Alpert Medical School of Brown University.

About Hasbro, Inc.

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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