



Hasbro to Webcast Investor Presentations From Toy Fair on Friday, February 17, 2017

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PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ: HAS) today announced it will webcast presentations from its annual Investor Update at New York Toy Fair on Friday, February 17, 2017 beginning at 8:00 AM eastern time. The webcast will include presentations by the Company's Chairman, President and Chief Executive Officer, Brian Goldner, Chief Financial Officer, Deborah Thomas, and John Frascotti, President, Hasbro Brands as well as other Hasbro Senior Executives. The presentations will be followed by a question and answer session. The webcast portion of the event is anticipated to end by 10:30 AM.

The webcast and accompanying presentation slides will be available live to investors and the media on Hasbro's Investor Relations home page at <http://investor.hasbro.com>. A replay of the webcast will be available approximately two hours following the completion of the event at the same location on Hasbro's Investor Relations Website.

About Hasbro

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to Creating the World's Best Play Experiences. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro & @HasbroNews) and Instagram (@Hasbro).

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