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VIDEO from Medialink and Hasbro: Hasbro Forms Multi-Faceted Alliance with Peyton Manning

NEW YORK, May 1 /PRNewswire/ -- Hasbro, Inc. (NYSE: HAS) announced it is once again teaming up with Indianapolis Colts quarterback Peyton Manning in a wide-ranging product and promotional alliance centering on the company's popular NERF brand. The NERF brand has enjoyed strong growth over the past several years, with 2006 sales in excess of \$100 million.

(See video from Hasbro at:
<http://link.brightcove.com/services/player/bcpid824504726>)

The multi-year alliance calls for Peyton Manning to appear in NERF advertising as well as several in person promotional appearances that kicked off with a visit to Hasbro headquarters in Rhode Island, where Manning unveiled the NERF PEYTON MANNING PRO GRIP Football.

"I've been participating in fast-paced competitive activities since I was a kid - activities that brought me to where I am today as an NFL quarterback and Super Bowl champion," Manning said. "One of the things I really enjoyed as a kid was playing with NERF footballs with my brothers, so I am thrilled to be part of the NERF team once again."

"We could not have asked for a better partner for our NERF brand," said Sharon John, General Manager, toy marketing, Hasbro. "A great athlete and good sport, Peyton's attitude and commitment to excellence make him a positive role model for sports fans of all ages. We are thrilled to have Peyton's name and likeness featured on our signature NERF product line."

The NERF PEYTON MANNING PRO GRIP Football is the first signature Manning item in the NERF product lineup. With an easy-grip texture, this "performance football" allows sports fans to get a handle on their game. The high visibility spiral helps to make the football easy to spot for accurate catching. The NERF PEYTON MANNING PRO GRIP Football is emblazoned with Manning's signature and is packaged with a signature sports bottle, and will be available this fall.

As part of the alliance between Peyton Manning and the NERF brand, Hasbro will make a financial donation to the PeyBack Foundation, which will also be promoted on packaging for the NERF Peyton Manning PRO GRIP Football. The PeyBack Foundation was established by Peyton Manning to promote the future success of disadvantaged youth by assisting programs that provide leadership and growth opportunities for children at risk. The Foundation has donated more than \$1.8 million to youth organizations in Indiana, Tennessee and Louisiana since 1999.

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SOURCE Medialink and Hasbro, Inc.

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