



February 6, 2012

Hasbro to Webcast Investor Presentation From Toy Fair on Friday, February 10, 2012

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) today announced it will webcast presentations from its annual Investor Event at Toy Fair on Friday, February 10, 2012 beginning at 8:30 AM eastern time. The webcast will include presentations by the company's President and Chief Executive Officer, Brian Goldner, and Chief Financial Officer, Deborah Thomas, as well as other Hasbro Senior Executives. The presentations will be followed by a question and answer session.

The webcast 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 Web site.

Certain financial and statistical information included in the webcast, such as information required by Regulation G, will be available at the time of the webcast in the "Press Releases" section of Hasbro's website at <http://investor.hasbro.com>.

About Hasbro

[Hasbro](http://www.hasbro.com) (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. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2012 Hasbro, Inc. All Rights Reserved.

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Hasbro, Inc.
Investor Relations
Debbie Hancock, 401-727-5401
or
News Media
Wayne S. Charness, 401-727-5983

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