



March 28, 2007

Hasbro Celebrates Spring with the Arrival of Two New FURREAL FRIENDS

Piglet and Lamb are the Latest Additions to the Newborn Family

PAWTUCKET, R.I.--(BUSINESS WIRE)--March 28, 2007--Sure signs of spring are cuddly newborn animals and this year, Hasbro, Inc.'s (NYSE:HAS) award-winning FURREAL FRIENDS brand corrals two new members from the barnyard - piglets and lambs - that are perfect for little hands to hold and pet.

The FURREAL FRIENDS NEWBORN PIGLET and NEWBORN LAMB are lovable and always ready to cuddle. The NEWBORN PIGLET is a soft, little pink piglet that "comes to life" with your touch. Just like a real piglet, the NEWBORN PIGLET wiggles its snout and tail, and makes piglet sounds such as "squeals" and "oinks". And, as it is petted, it will become more playful.

The FURREAL FRIENDS NEWBORN LAMB has tan hooves and soft pink ears just like a real baby lamb. When its back is stroked, the NEWBORN LAMB tilts its head and extends its front legs outward. It shows that it is "happy" by making "baa" sounds and moving its tail. If the NEWBORNS are not played with, they will remain quiet. Girls can "feed" both the NEWBORN PIGLET and NEWBORN LAMB with a small bottle included.

"The FURREAL FRIENDS NEWBORN PIGLET and NEWBORN LAMB are a great gift for kids this spring," says Valerie Jurries, Vice President of Marketing for Hasbro's Girl Brands. "Whether they're part of an Easter basket or given as a birthday present, kids will enjoy the interactivity and playfulness of the FURREAL FRIENDS Newborns."

The FURREAL FRIENDS Newborns are available at mass retailers for an approximate retail price of \$12.99. They are recommended for children ages four and up.

About the FURREAL FRIENDS Brand:

Since 2002, the Hasbro's FURREAL FRIENDS brand has offered young girls adorable plush electronic toys that "come to life" and provide realistic animal experiences. Last year, Hasbro launched the popular FURREAL FRIENDS BUTTERSCOTCH PONY, a classic 'dream toy' for girls -- a virtually real pony that girls can love and care for, which became one of the biggest hits of the holiday season. This fall, the FURREAL FRIENDS will release SQUAWKERS MCCAWE the FURREAL FRIENDS PARROT who can repeat words, be "taught" to speak, respond to touch, make sassy sounds and even dance.

Hasbro (NYSE: HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

CONTACT: Hunter Public Relations
Amanda Brokaw, 212-679-6600
abrokaw@hunterpr.com

SOURCE: Hasbro