



February 7, 2007

Hasbro, Inc. Announces Webcast from Toy Fair on February 14, 2007

PAWTUCKET, R.I.--(BUSINESS WIRE)--Feb. 7, 2007--Hasbro, Inc. (NYSE:HAS) today announced that it will webcast its management presentation from Toy Fair via the internet on Wednesday, February 14, 2007 at 8:00 am EST. The webcast will be available to investors and the media on Hasbro's Investor Relations home page, at <http://www.hasbro.com>, click on "Corporate Information" on the bottom of the page and then click on "Investors," then click on the webcast microphone.

The audio webcast platform is Microsoft's Windows Media Player™. To install Windows Media Player prior to the webcast, log on to <http://www.microsoft.com/windows/windowsmedia/en/download/default.asp> and follow the directions.

An online playback and podcast of the presentation will be available on February 14, 2007 after 4:00 p.m. on the Hasbro website.

Hasbro, Inc. 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 United States, 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: Hasbro, Inc.
Investor Relations
Karen A. Warren, 401-727-5401
or
Media
Wayne S. Charness, 401-727-5983

SOURCE: Hasbro, Inc.