



February 8, 2011

Hasbro Announces Webcast from Investor Event at Toy Fair on Friday, February 11, 2011

PAWTUCKET, R.I., Feb 08, 2011 (BUSINESS WIRE) -- [Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) today announced that it will webcast a presentation to investors and securities analysts on Friday, February 11, 2011 beginning at 8:30 a.m. Eastern Time. The webcast will include presentations by the company's President and Chief Executive Officer, Brian Goldner, and Chief Financial Officer, Deborah Thomas.

To listen to the live webcast, go to investor.hasbro.com and click on the webcast microphone. A replay of the call will be available at the same location approximately 2 hours following completion of the call.

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 www.hasbro.com, under "Investors."

[Hasbro, Inc.](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.

SOURCE: Hasbro, Inc.

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