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Hasbro Names Lisa Licht to New Post as Company's General Manager, Entertainment & Licensing

PAWTUCKET, R.I.--(BUSINESS WIRE)--Dec. 6, 2007--Hasbro, Inc. (NYSE:HAS) today announced that Lisa Licht, most recently the Executive Vice President, Global Marketing Partnerships for Twentieth Century Fox, is joining Hasbro in the newly-created position of General Manager, Entertainment & Licensing. Ms. Licht will be based in Los Angeles.

In this new role, Ms. Licht will look to further strengthen and deepen Hasbro's already successful track record with the entertainment industry, while building upon the Company's strong and growing licensing programs around the world, leveraging Hasbro's brands in a wide variety of consumer-focused categories.

"Hasbro owns what we believe to be the best portfolio of brands in the children's and family entertainment business," said Brian Goldner, Hasbro's Chief Operating Officer. "We are thrilled to bring Lisa on board - she is a highly-respected entertainment executive and the right person to lead our accelerated efforts as we look to create additional immersive brand experiences beyond traditional toys and games."

"The opportunity to join Hasbro during what I see as a very dynamic time for the Company is incredibly exciting," said Ms. Licht. "The success of Transformers - as an intellectual property that translated so powerfully into a movie and a highly successful licensing program - is just the tip of the iceberg from my perspective. Hasbro's iconic and unmatched brand portfolio is truly a 'who's who' when it comes to family entertainment, and I am eager to help the Company leverage these brands to their fullest potential."

Ms. Licht held several key senior-level posts at Twentieth Century Fox prior to her appointment as EVP, including Senior Vice President, Feature Film Promotions and Field Operations; and Senior Vice President, Marketing, Licensing and Merchandising.

Prior to joining Twentieth Century Fox, Ms. Licht was Vice President of Marketing at Mattel, where she managed the worldwide Barbie doll line.

Ms. Licht is married to producer Andy Licht. They have three children.

Hasbro 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.

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