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Tackle the 2007 Football Season with the NERF Peyton Manning Pro Grip Football

PAWTUCKET, R.I.--(BUSINESS WIRE)--Sept. 17, 2007--Football fans have two reasons to be excited this fall: the beginning of the NFL season and the start of Peyton Manning's relationship with NERF. Hasbro, Inc. (NYSE: HAS) announced earlier in the year that it is once again teaming up with Indianapolis Colts quarterback Peyton Manning in a wide-ranging product and promotional alliance centering on the company's popular NERF brand.

"I've been participating in fast-paced competitive activities since I was a kid - activities that brought me to where I am today as an NFL quarterback and Super Bowl champion," Manning said. "One of the things I really enjoyed as a kid was playing with NERF footballs with my brothers, so I am thrilled to be part of the NERF team once again."

The NERF PEYTON MANNING PRO GRIP Football is the first signature Manning item in the NERF product lineup featuring the MVP quarterback and is on store shelves this week. With an easy-grip texture, this "performance football" allows sports fans to get a handle on their game. The high visibility spiral helps to make the football easy to spot for accurate catching. The NERF PEYTON MANNING PRO GRIP Football is emblazoned with Manning's signature and is packaged with a signature sports bottle.

"Hasbro is thrilled to 'kick off' our alliance with Peyton Manning with Peyton's own signature NERF football," said Sharon John, General Manager, toy marketing, Hasbro. "A great athlete and good sport, Peyton's attitude and commitment to excellence make him a positive role model for sports fans of all ages. It's an exciting way to mark the beginning of the football season."

As part of the promotional alliance, television commercial spots featuring Manning will begin airing today in support of the PEYTON MANNING PRO GRIP Football and can also be viewed on www.nerf.com. Sports enthusiasts can bring the excitement from the pro-football field to tailgate parties and backyard games with NERF and Peyton Manning, two of the most trusted names in sports fun and excitement. The NERF PEYTON MANNING PRO GRIP Football (ages 4 and up) is available nationwide for an approximate retail price of \$14.99.

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.

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