



June 19, 2007

Hasbro Prepares for Adventure with a Range of Toys and Games Based on Upcoming Indiana Jones Movie from Lucasfilm

PAWTUCKET, R.I.--(BUSINESS WIRE)--June 19, 2007-- Hasbro, Inc. (NYSE:HAS) and Lucas Licensing, a Lucasfilm Ltd. company, have agreed in principle to name Hasbro as the master toy and game licensee for the upcoming Indiana Jones movie. Hasbro plans to develop a broad line of action figures, vehicles, role play toys and games that is scheduled to be introduced in spring 2008, just before the movie's release on May 22.

"Indiana Jones is a property with tremendous heritage and vast territory to be explored," said Brian Goldner, Hasbro's Chief Operating Officer. "We see many parallels with the Star Wars franchise in that the property appeals both to children, who love new adventures, and to parents, who have unforgettable memories of Indiana Jones."

Hasbro's Indiana Jones license builds upon the 30-year relationship with Lucasfilm Ltd., which began when Hasbro made action figures for the first Star Wars movie. Since then, Hasbro has helped build Star Wars into the No. 1 boys' action brand of all time.

"There is no toy company better than Hasbro at producing toys that address both the play-value that kids expect and the authenticity and detail that collectors demand, which makes Hasbro the perfect partner for a multi-generational property like Indiana Jones," said Howard Roffman, President of Lucas Licensing. "We're thrilled to expand the excellent relationship that we've had with Hasbro over so many years on Star Wars."

Starring Harrison Ford, Shia LaBeouf, Cate Blanchett, Ray Winstone and John Hurt, the new Indiana Jones movie begins production this month. It follows the wildly successful Raiders of the Lost Ark, Indiana Jones and the Temple of Doom, and Indiana Jones and the Last Crusade.

The new Indiana Jones film is a Lucasfilm Ltd. Production, directed by Steven Spielberg and distributed by Paramount Pictures. The film will be produced by Frank Marshall with George Lucas and Kathy Kennedy as executive producers.

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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SOURCE: Hasbro, Inc.