



January 9, 2007

Hasbro to Webcast 2006 Fourth Quarter and Year End Earnings Conference Call

PAWTUCKET, R.I.--(BUSINESS WIRE)--Jan. 9, 2007--Hasbro, Inc. (NYSE:HAS) today announced that it will webcast its fourth quarter results via the Internet. The webcast will take place on Friday, February 9, 2007 at 9:00 a.m. EST, following the release of Hasbro's quarterly financial results. 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.

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. 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.

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