



Hasbro Strengthens Consumer Products Leadership Across Europe

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Sally Carnota Promoted to Director, UK and EMEA Retail Development for Consumer Products; Moris Calasso Appointed Director, Consumer Products for Southern Europe

PAWTUCKET, R.I.—Hasbro, Inc. (NASDAQ: HAS) today announced the promotion of Sally Carnota to Director, UK and EMEA Retail Development for Consumer Products, and the appointment of Moris Calasso to Director, Consumer Products for Southern Europe. Both will play key roles in strengthening a burgeoning European Consumer Products division.

"Since joining the business in 2015, Sally has done an outstanding job leading how we forge strong retail partnerships and has been a key factor in the success of the UK Consumer Products business," said James Walker, Senior Vice President, EMEA Consumer Products. "Additionally, Moris' expertise and leadership will be invaluable as we continue to drive growth of the business and expand the market penetration of Hasbro's brands."

In her new role, Carnota will be responsible for managing the UK Consumer Products business and will lead the Retail Development team across EMEA. She previously held the position of Head of Retail Development for EMEA. Prior to Hasbro, Carnota spent six years at Paramount Home Media in various senior commercial roles.

"We have an incredible team at Hasbro and an ever-expanding portfolio of great brands with exciting plans for the future," said Carnota. "I look forward to driving the future of the UK business and building further on our success."

Calasso brings many years of experience across the licensing industry to Hasbro, working in various roles as licensor, agent and consultant. He most recently held a senior role at Sanrio as International Licensing Director in Europe.

"I am privileged and excited to join the Hasbro family; such a prestigious global play and entertainment company," said Calasso. "Hasbro brands have the ideal mix to build consumer engagement, and we have a tremendous opportunity to create impactful and powerful experiences for all consumers."

About Hasbro

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to Creating the World's Best Play Experiences. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE and MAGIC: THE GATHERING, as well as premier partner brands. Through its entertainment labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 5 on the 2018 100 Best Corporate Citizens list by CR Magazine and has been named one of the World's Most Ethical Companies® by Ethisphere Institute for the past seven years. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](https://twitter.com/Hasbro) & [@HasbroNews](https://twitter.com/HasbroNews)) and Instagram ([@Hasbro](https://www.instagram.com/hasbro)).

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