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Entertainment's Biggest Names Support Hasbro, Inc.'s PROJECT ZAMBI Through Global Charity Auction

George Clooney, Leonardo DiCaprio, Alicia Keys and Taylor Swift Among Those Involved in Hasbro-led Initiative to Provide Support for Children Orphaned by AIDS in Africa

PAWTUCKET, R.I., Sep 08, 2009 (BUSINESS WIRE) -- Celebrities from the worlds of film, television, music and sports have come together to lend a hand for Hasbro, Inc.'s (NYSE:HAS) PROJECT ZAMBI Celebrity Charity Auction. PROJECT ZAMBI was started by a group of Hasbro employees to help raise awareness and funds for the estimated 15 million children who have lost parents and relatives to the AIDS epidemic in Africa and around the world. The online auction will feature custom-designed, one-of-a-kind, collectible elephant models - each signed by one of the participating celebrities. All money raised from the sale of each elephant will be donated to the organization of the celebrity's choice that supports children orphaned by AIDS in Africa.

The 10-day PROJECT ZAMBI Celebrity Charity Auction will be held online via eBay beginning October 5th with bidding closing on October 15th. Visitors will be able to log on to www.ebay.com/projectzambi to bid on custom-designed, collectible elephant models signed by world-renowned entertainers and celebrities including:

Jessica Biel â™ George Clooney â™ Glenn Close â™ Ellen DeGeneres & Portia de Rossi â™ Leonardo DiCaprio â™ Joely Fisher & Brad Garrett â™ Jennie Garth & Peter Facinelli â™ Hugh Jackman â™ Scarlett Johansson â™ Jonas Brothers â™ Alicia Keys â™ Heidi Klum â™ Kathy Najimy â™ Rhea Perlman & Danny DeVito â™ Graham Rahal â™ Susan Sarandon â™ Brooke Shields â™ Willow Smith & Jaden Smith â™ Taylor Swift â™ James Taylor â™ Barbara Walters â™ Denzel Washington â™ Naomi Watts

Each autographed elephant will be accompanied by a signed letter of authenticity, information about its affiliated charity and additional ways to get involved with PROJECT ZAMBI.

"It is encouraging to see that companies such as Hasbro are developing initiatives to support global health issues," remarked Alicia Keys. "Through my involvement in this project, I'm proud to support Keep a Child Alive, an organization dedicated to providing care and support to children and families whose lives have been affected by HIV/AIDS in Africa and India by directly engaging the global public in the fight against AIDS."

One hundred percent of the sale of each auctioned elephant will be donated to the organization of the celebrity's choice that supports children orphaned by AIDS in Africa including *African Children's Choir* (www.africanchildrenschoir.com) â™ *The Association of Hole in the Wall Camps* (www.holeinthewallcamps.org) â™ *Chikumbuso Women and Orphans Project* (www.chikumbuso.com) â™ *Children of Uganda* (www.childrenofuganda.org) â™ *CIDRZ Foundation - Mary's Community Fund* (www.maryfisher.com) â™ *Family Health International* (www.fhi.org) â™ *Global Action for Children* (www.globalactionforchildren.org) â™ *The Global Fund inspired by (RED)* (www.theglobalfund.org) â™ *HERO a UNA-USA Campaign* (www.unausa.org/hero) â™ *Keep a Child Alive* (www.keepachildalive.org) â™ *Save Africa's Children* (www.saveafricaschildren.org) â™ *Save the Children* (www.savethechildren.org) and â™ *SOS Children's Villages* (www.sos-childrensvillages.org).

"The wonderful support that we've received from the celebrities participating in the PROJECT ZAMBI auction is a moving example of the deep concern surrounding the issue of caring for children orphaned by AIDS," said Brian Goldner, President and Chief Executive Officer of Hasbro, Inc. "We are very hopeful and optimistic that this auction will be successful in raising awareness and generating funds that will support some of the many dedicated organizations working to make a better future for these children."

Earlier this year, Hasbro launched PROJECT ZAMBI, a global cause initiative tied to the new special edition FURREAL

FRIENDS ZAMBI THE BABY ELEPHANT toy that is dedicated to raising awareness and benefiting programs caring for children orphaned by AIDS in Africa.

Hasbro has committed to donate 50 percent of the net profits from ZAMBI THE BABY ELEPHANT -- a minimum of \$500,000 (in U.S. dollars) -- to the PROJECT ZAMBI Fund, part of the Hasbro Children's Fund, beginning in 2009, and hopes to expand this global campaign to include additional Hasbro products and brands in the years to come. By purchasing ZAMBI THE BABY ELEPHANT, consumers will be supporting programs that work directly with children orphaned by AIDS in Africa.

This latest initiative is a part of the work Hasbro conducts in the U.S. and around the world to help children in need through the Hasbro Children's Fund and product donations. In 2008, Hasbro impacted approximately four million children through its charitable programs and product donations.

For more information about the PROJECT ZAMBI Celebrity Charity Auction, PROJECT ZAMBI and ZAMBI THE BABY ELEPHANT, please visit www.projectzambi.com.

Hasbro, Inc.

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2009 Hasbro, Inc. All Rights Reserved.

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SOURCE: Hasbro, Inc.

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