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## **Hasbro, Inc. Donates \$100,000 to the Pioneer Valley Chapter of the American Red Cross**

### ***Grant to assist Springfield area families affected by the tornadoes***

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Today, the Pioneer Valley Chapter of the American Red Cross received a \$100,000 grant from the Hasbro Children's Fund, the philanthropic arm of Hasbro, Inc. (NASDAQ: HAS). The grant will assist the Red Cross in providing help to Western Massachusetts residents who have been impacted by the recent tornadoes that touched down in the region.

"This is a community we care deeply about," said Brian Goldner, president and CEO of Hasbro, Inc. "We hope these funds will help the Red Cross deliver their important services to Springfield area residents impacted by this terrible disaster."

The donation will allow Pioneer Valley Chapter of the American Red Cross help families that have been affected or displaced by the tornadoes until such a time that emergency needs are met for the family to regain a reasonable amount of stability. Currently, the Red Cross has opened shelters for the hundreds of residents that are not able to return to their homes at this time.

"We are extremely grateful for Hasbro's support during this time as families across our hometowns try to recover the lives they led before the tornadoes struck. These funds will allow us to help families get through the tough times," said Rick Lee, Executive Director, American Red Cross, Pioneer Valley Chapter.

#### About Hasbro, Inc.

Hasbro, Inc. (NASDAQ:HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is [www.hubworld.com](http://www.hubworld.com). The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved. Hasbro's philanthropic work strives to bring "the sparkle of Hope, the joy of Play and the power of Service" into the lives of the children who need it most through the Hasbro Children's Fund and other initiatives aimed to help children worldwide. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2011 Hasbro, Inc. All Rights Reserved.

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