



September 16, 2014

Hasbro Celebrates National PLAY-DOH Day

Beloved Brand Creates Sculptures Inspired by Pop Culture's Most Iconic Back to School Moments Made Entirely in PLAY-DOH Compound

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ: HAS) celebrates National PLAY-DOH Day with a collection of six back-to-school themed sculptures made out of 100% PLAY-DOH compound! To commemorate the annual holiday, the PLAY-DOH brand is putting its spin on some of pop culture's most beloved schools and students.



Mike and Sulley are off to a different kind of Monsters University - made entirely out of PLAY-DOH compound! In celebration of National PLAY-DOH Day on September 16, 2014, Hasbro Inc. and the PLAY-DOH brand are getting into the back-to-school spirit by sculpting schools and students made famous in pop culture! Be sure to visit the PLAY-DOH Facebook page to check out the other iconic school sculptures: <https://www.facebook.com/playdoh> (Photo: Business Wire)

including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140916005961/en/>

Litzky Public Relations

National PLAY-DOH Day, celebrated annually on September 16, was created by Hasbro in 2006 to honor the childhood staple that continues to captivate the imaginations of millions of children - and artists of all ages - across the globe.

About Hasbro

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 180 territories around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Through the company's deep commitment to corporate social responsibility,

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Source: Hasbro, Inc.

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