



October 3, 2007

Operation: Kids Helping Kids to Smile

OPERATION Rescue Kit Game Invites Kids to Help Spread Smiles with Operation Smile

EAST LONGMEADOW, Mass.--(BUSINESS WIRE)--Oct. 3, 2007--In commemoration of the launch of OPERATION Rescue Kit game, an updated version of the classic game that has inspired doctor-approved smiles for decades, Hasbro has pledged an additional donation to Operation Smile to recognize their 25th Anniversary of changing the lives of children all over the world - one smile at a time. The amount of the donation will be based on the support of kids across the country as they show off their surgery skills to save America's favorite patient, Cavity Sam.

OPERATION Rescue Kit game is a new version of the game that challenges would-be surgeons to use their steady hands and skills to remove new ailments such as "joystick wrist", "texting thumb" or "belly button fluff." The game, which is now four games in one, has multiple skill levels, and an additional requirement to keep the patient alive during surgery - the oxygen pump!

"We are so grateful to Hasbro for their continued support of our focus on children first and children last," said Kathy Magee, Co-founder and President of Operation Smile. "Our goals are the same: putting smiles on more children's faces. And this new partnership between Operation Smile and OPERATION Rescue Kit game is the perfect way for kids to have fun, while learning the value of helping other kids around the world who want to be just like them."

Kids will have the opportunity to "save" a virtual patient online by visiting www.operation.com and clicking on the oxygen pump, which is a new feature of the OPERATION Rescue Kit game. For every click, Hasbro will increase the donation to Operation Smile by 25 cents in honor of Operation Smile's 25th Anniversary (up to a maximum donation of \$75,000).

In addition, families are invited to attend OPERATION Rescue Kit game "Mobile Rescue Unit" events in ten cities across the country. At the events, kids will have the opportunity to play the new game, meet local celebrities, and assist Dr. Funny Bone, the hilarious and skillful doctor of the game. Each person who visits the events will be invited to press a giant oxygen pump to increase the donation to OPERATION SMILE by 25 cents. Visit www.operation.com for locations and dates of the events.

"Hasbro Games is excited to help Operation Smile celebrate their 25th Anniversary by bringing new smiles to children across the globe," said Wanda Sanchez-Miller, Senior Marketing Manager of Hasbro Games. "We hope that giving kids the opportunity to increase the donation to Operation Smile will give them a reason to smile and also foster an appreciation for the reward of helping others."

As part of its Anniversary celebration, Operation Smile is embarking on the World Journey of Smiles, an effort to provide new smiles and new lives for 5,000 children with 40 simultaneous missions in 25 countries. Operation Smile, www.operationsmile.org, is a worldwide children's medical charity whose network of global volunteers provide free reconstructive facial surgery to repair childhood facial deformities such as cleft lip and cleft palate.

In addition to this one-time donation on behalf of OPERATION game, Hasbro continues to support Operation Smile, one of its Philanthropic Partners, through the Hasbro Children's Fund, the charitable giving program of Hasbro, Inc. In April 2006, the Fund selected Operation Smile to receive \$450,000 over three years in support of their mission trips in China. In addition, Hasbro has produced and donated 50,000 customized Mr. Potato Head plush toys, with a market value of \$250,000. The toys are being given to each child who comes for a medical screening at all mission sites during Operation Smile's World Journey of Smiles in November 2007 and beyond.

OPERATION Rescue Kit game is now available at mass merchandise retail location for the suggested retail price of \$24.99. The game is for 2 to 4 players, ages 6 and up.

Hasbro 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 U.S., 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.

OPERATION is a trademark of Banc of America Leasing & Capital, LLC licensed for use by Hasbro

Operation Smile (www.operationssmile.org), founded in 1982 and headquartered in Norfolk, Virginia, is a worldwide children's medical charity whose network of global volunteers are dedicated to helping improve the health and lives of children and young adults. Operation Smile has treated more than 100,000 children born with cleft lips, cleft palates and other facial deformities. In addition to contributing free medical treatment, Operation Smile trains local medical professionals in its 25 partner countries and leaves behind crucial equipment to lay the groundwork for long-term self-sufficiency.

CONTACT: Hunter Public Relations
Joanna Barber, 212-679-6600 ext. 243
jbarber@hunterpr.com
or
Hasbro, Inc.
Pat Riso, 413-526-2307
priso@hasbro.com

SOURCE: Hasbro, Inc