



June 14, 2008

FEATURE/Peyton, Archie and Eli Manning Kick off Father's Day Weekend with the NERF Father's Day Football Throwdown

First Family of Football Teams Up with Hasbro's NERF Brand to Host the World's Largest Father-Child Catch and Celebrate the Fun of Family and Sports

PAWTUCKET, R.I.--(BUSINESS WIRE)--June 14, 2008--Sports play a big role in bringing dads and their kids together, so who better to kick off Father's Day Weekend than the ultimate father-son team: Peyton, Archie and Eli Manning. Today, the 'first family of football' teamed up with Hasbro Inc.'s (NYSE:HAS) NERF brand to host the NERF Father's Day Football Throwdown, the world's largest father-child catch and passing contest at New York City's Chelsea Piers. The NERF brand entered a multi-year, wide-ranging product and promotional alliance with Indianapolis Colts quarterback Peyton Manning in 2007.

The Manning family - Peyton, MVP Super Bowl XLI and Indianapolis Colts quarterback, Eli, MVP Super Bowl XLII and New York Giants quarterback, and their father, former NFL quarterback Archie - opened the event with the ceremonial first toss in the world's largest father-child catch. Following, hundreds of dads and kids competed to be crowned by the Mannings as the NERF Father's Day Football Throwdown Champions.

"I have great memories of tossing a NERF football around with my dad and brothers when I was a kid," said Peyton Manning. "We share a great love of sports and family and I can't think of a better way to spend Father's Day than playing football with Eli and my dad."

"Today's NERF Father's Day Football Throwdown event celebrated family, team spirit and good sportsmanship - all qualities represented by the NERF brand and exemplified by Peyton, Eli and Archie Manning," said Jeff Jackson, vice president of marketing, NERF. "We are thrilled that so many families joined us today to honor fathers and participate in this special Team Manning event."

In connection with the NERF Father's Day Football Throwdown event, Hasbro will make a donation to the PeyBack Foundation. The PeyBack Foundation was established by Peyton Manning to promote the future success of disadvantaged youth by assisting programs that provide leadership and growth opportunities for children at risk.

Two new Peyton Manning signature NERF footballs will be introduced this year: NERF PEYTON MANNING VORTEX MEGA HOWLER and NERF PEYTON MANNING ROCKET PASS football. The NERF brand has shown strong growth over the past several years, with 2006 sales in excess of \$100 million.

Hasbro (NYSE:HAS) 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, CRANIUM and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world. ©2008 Hasbro, Inc. All Rights Reserved.

*** B-ROLL FEED SATELLITE COORDINATES ***

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LIVE FEED

Date: Saturday, June 14, 2008

Time: 1545 hours - 1600 hours ET Firm

Event Time: 1030 hours - 1230 hours ET

Sat/Tx: Galaxy 26 C/12 (93 degrees WL)

D/L Freq: 3840 Horizontal

Audio: 6.2 Program/ 6.8 Program

RE FEED

Date: Saturday, June 14, 2008

Time: 1945 hours - 2000 hours ET Firm

Sat/Tx: Galaxy 26 C/12 (93 degrees WL)

D/L Freq: 3840 Horizontal

Audio: 6.2 Program/ 6.8 Program

Date: Monday, June 16, 2008

Time: 0400 - 0415 ET Firm

Sat/Tx: Galaxy 26 C/12 (93 degrees WL)

D/L Freq: 3840 Horizontal

Audio: 6.2 Program/ 6.8 Program

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SOURCE: Hasbro