



May 29, 2008

Hasbro Names Mike Riley as Vice President, Entertainment Marketing

PAWTUCKET, R.I.--(BUSINESS WIRE)--May 29, 2008--Hasbro, Inc. (NYSE:HAS) today announced that Mike Riley has joined the Company as Vice President of Entertainment Marketing.

Based in LA, Mr. Riley will play a key role in collaborating with the brand teams in exploring the best entertainment vehicles for Hasbro's portfolio of brands as well as maximizing the distribution of Hasbro's vast library of content.

"Following the tremendous success of TRANSFORMERS, Hasbro is at a very exciting time in its history," said Lisa Licht, Hasbro's General Manager of Entertainment and Licensing. "We are working with many of the entertainment industry's top leaders, including Universal Pictures, DreamWorks Pictures, Paramount Pictures and Debmar-Mercury, to bring Hasbro's beloved brands to consumers in new and immersive ways. Mr. Riley will play a key role in driving the expansion of our entertainment marketing efforts beyond film and creating immersive experiences that maximize opportunities for our brands."

Hasbro recently announced a new six-year strategic partnership with Universal Pictures to produce at least four motion pictures based on some of the Company's best-known and beloved brands. In addition, Hasbro is currently working with DreamWorks Pictures and Paramount Pictures on the next installment of the TRANSFORMERS story, and with Paramount Pictures on a major motion picture for G.I. JOE. Hasbro is also collaborating with Debmar-Mercury on a new game show, TRIVIAL PURSUIT: AMERICA PLAYS, for launch on television this fall.

Mr. Riley comes to Hasbro with over 20 years of international and domestic marketing experience in the consumer products and entertainment industries. In his most recent role as Vice President of Strategic Marketing at Bandai America, Mr. Riley defined all of the Company's corporate branding and marketing strategies and worked with many of today's leading entertainment companies to secure support for Bandai's brands. Prior to that, he was Vice President of Strategic Marketing for Film, Television and Consumer Products at Sony Pictures Entertainment, where his responsibilities included managing the marketing, creative and branding strategies for the Company's consumer products division and directing strategic plan development for each Sony property. Mr. Riley also held a series of progressively more responsible positions at Mattel over a six-year period.

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.

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