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Top NERF Athletes From Across United States Dominate 2011 NERF DART TAG World Championship

Players Battle in Unique NERF Blaster Competition at ESPN Wide World of Sports Complex for the Ultimate DART TAG Glory and \$25,000 Per Team!

ORLANDO, Fla.--(BUSINESS WIRE)-- This summer's nationwide search for the top [NERF DART TAG](#) athletes ended this weekend when [Hasbro](#), Inc.'s (NASDAQ: HAS) [NERF](#) brand crowned kids and teens the winners of the 2011 NERF DART TAG World Championship held at ESPN Wide World of Sports Complex at Walt Disney World Resort near Orlando, FL. The competition marks the third annual NERF DART TAG World Championship and the first year that all eligible players from across the United States had the chance to be "drafted" to the World Championship, where they were divided into teams and entered into heated round robin tournaments against fellow recruits for \$25,000 per team, per age group.



From left to right, Jon-Marc Hatton, Gideon Schow, Colin Barrett and Jake Wood celebrate their victory at the 2011 NERF DART TAG World Championship 13 to 17 year old tournament at the ESPN Wide World of Sports Complex Saturday Aug. 20, 2011 in Orlando. The team won a \$25,000 grand prize defeating DART TAG players from around the United States. (Photo: Business Wire)

from Washington, Jon-Marc Hatton from Oregon, Gideon Schow from Utah, and Jake Wood from Utah. In addition to a shared \$25,000 grand prize, members of each team had their team banner hung from the NERF Battle Arena for all to see and their team names will be engraved on the NERF DART TAG World Championship trophy.

To be considered for the DART TAG 'draft,' prospective NERF DART TAG athletes were invited to visit [NERF.com](#) earlier this year and explain how they embody the brand's 'It's NERF OR NOTHIN'" motto, why they have what it takes to be a DART TAG Champion, and answer a series of questions regarding their athleticism, favorite NERF blasters, and playing style and strategies. On August 1st — "Draft Day"— lucky fans received the news that they had been selected for the 2011 DART TAG roster. Once chosen, players were divided into two age groups, 8-12 and 13-17, and then into teams.

After two action-packed days filled with outstanding athleticism and team spirit, two teams rose to the top of their age group and achieved DART TAG victory. The winning team in the NERF DART TAG World Championship 8-12 year old age group includes: Samuel Faulker from Oregon, Ethan Knorr from Utah, Ethan Snyder from Oregon, and Joseph Van Boxtel from Washington. The winning team in the NERF DART TAG World Championship 13-17 year old age group includes: Colin Barrett

"Revamping the NERF DART TAG World Championship by creating a nation-wide 'draft' system opened the world of NERF sports to our vast community of fans and continues to generate awareness and interest for this growing alternative sport," said Kelly Stone, Director of U.S. Marketing for Hasbro's NERF brand. "There was no shortage of skill, sportsmanship, or strategy at the 2011 NERF DART TAG World Championship and we are thoroughly impressed by this year's winners, our growing community of DART TAG athletes, and the diverse NERF NATION community whose passion helps to drive programs like this."

For more information on the 2011 NERF DART TAG World Championship or to view video and photos taken live from this year's competition, visit [NERF.com](#) or join NERF NATION on [Facebook.com/NerfNation](#), [YouTube.com/Nerf](#), and

[Twitter.com/NerfNation](https://twitter.com/NerfNation).

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. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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About ESPN Wide World of Sports Complex

ESPN Wide World of Sports Complex, which hosts more than 350 events a year, is the leading multi-sport venue for amateur and professional sports in the nation, accommodating 70 different sports and athletes from more than 70 countries. Designed to take youth sports to the next level, the 250-acre facility features multiple competition venues, including *Champion* Stadium, the HP Field House, the Jostens Center, the Hess Sports Fields, a track & field facility, a tennis complex and a baseball/softball sportsplex. It is also home to the ESPN Innovation Lab, a real-world testing ground for the ESPN Emerging Technology Group that develops ground-breaking on-air products like Ball Track and ESPN Snap Zoom, as well as development of its new 3-D television channel. In addition, the complex features 56 high-definition cameras and 40 high-definition video screens, including three jumbo screens, which can capture and display footage from any event taking place at the complex. The camera and video screens, as well as a 20-zone audio system, are controlled through the state-of-the-art HD and 3-D Production Center with direct links to ESPN facilities in Bristol, Conn., New York and Los Angeles. For more information, visit www.wdwnews.com for press releases, photos and videos. Follow us on Twitter at @DisneySports.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6837440&lang=en>

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