



April 1, 2010

Hasbro, Inc. Donates \$100,000 to the American Red Cross

Grant to assist the short and longer term needs of families affected by the floods

PAWTUCKET, R.I., Apr 01, 2010 (BUSINESS WIRE) --Today, the Rhode Island Chapter of the American Red Cross received a \$100,000 grant from the Hasbro Children's Fund, the philanthropic arm of Hasbro, Inc. (NYSE:HAS). The grant will assist the Red Cross in providing help to Rhode Islanders who have been impacted by the landmark flooding across Rhode Island. Half of the grant will be used to provide important long term relief services through a previously established Hasbro Children's Disaster Relief Fund, while another \$50,000 will be used to address the immediate challenges faced by flood victims.

"The flooding in our state has been devastating and impacted so many children and families," said Brian Goldner, President and CEO of Hasbro, Inc. "Hasbro is committed to helping the Red Cross assist our fellow Rhode Islanders as they try and recover from this historic and traumatic disaster."

The Hasbro Children's Disaster Relief Fund was established in 2006, in partnership with the American Red Cross Rhode Island Chapter and Family Services of RI to provide food, shelter, counseling and other relief services to families who experience emergency situations and are victims of disaster. The monies in the fund help families until such a time that emergency needs are met for the family to regain a reasonable amount of stability.

"We are extremely grateful for Hasbro's support during this unprecedented time as families across Rhode Island struggle to recover the lives they led before the flooding occurred. These funds will allow us to dedicate resources to help families get through the tough times in the short term, as well as help them recover a semblance the lives they led before the flooding occurred" said Kevin Smith, board chair, American Red Cross RI Chapter.

Hasbro, Inc.

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Hasbro's philanthropic efforts reflect this mission by providing gifts of "hope, play, and a helping hand" through the Hasbro Children's Fund and other initiatives aimed to help children worldwide. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2010 Hasbro, Inc. All Rights Reserved

SOURCE: Hasbro

(add)ventures
Gail Carvelli, 401-453-4748
gcarvelli@addventures.com