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## **Hasbro Gives Summer Boost to Toys for Tots with Early Pledge of Toys and Games for 2008 Holiday Season**

### **Actor Joe Pantoliano Rallies Hasbro and U.S. Marine Corps Troops to Kick Off Giving Campaign Now**

PAWTUCKET, R.I.--(BUSINESS WIRE)--July 21, 2008--To get a head start on holiday giving this year, The Marine Toys for Tots Foundation has enlisted the help of Hasbro (NYSE: HAS) and actor Joe Pantoliano to provide the American public with an easy way to help ensure our nation's children receive the toys and games they deserve this holiday season. From July 19 - August 2, Hasbro will donate one toy or game for each toy or game purchased during its Hot Summer Toy Event, providing up to \$400,000 in toys and games for economically disadvantaged children. To kick off the first major toy donation to the 2008 Toys for Tots campaign, Pantoliano stars in a humorous online video rallying the troops to get behind the mission of giving early in 2008. The video can be viewed at [www.HasbroToyEvent.com](http://www.HasbroToyEvent.com) and <http://www.youtube.com/marinetoysfortots>.

Hasbro's Hot Summer Toy Event gives consumers a jump on holiday shopping for family and friends and makes it as simple as a few clicks to donate an item to Toys for Tots as part of a joint push to give early.

Starting in late July, consumers can order many of Hasbro's hottest 2008 holiday toys and games with free shipping. Several top retailers are working closely with Hasbro on the toy and game promotion including Amazon.com, Target.com, Toysrus.com and Walmart.com.

"We are elated that Hasbro, a long time supporter, has initiated its Toys for Tots giving program early this year," said retired Marine Corps Major Bill Grein, vice president of marketing and development of the Marine Toys for Tots Foundation. "This year will be very hard on families as many have already started to significantly tighten the purse strings. We know that these generous gifts of toys and games will truly make a difference this season ensuring that many needy children have a memorable holiday."

"Toys for Tots is a fantastic program that does so much for families during the holidays," said Karen Davis, vice president of Community Relations at Hasbro. "We're hoping that by kick starting the campaign in July with a major donation of toys and games, other companies as well as the general public will join in to ensure that we fill the Toys for Tots warehouse over the next six months allowing thousands of children to experience the hope and happiness of the holiday season. It is also a great opportunity for families to begin shopping early, particularly for those items that may be harder to find in December."

Hasbro has a long history of supporting the U.S. Marine Corps Toys for Tots program. Over the past decade, the company has given more than \$10 million in toys and games, helping more than one million children. Actor Joe Pantoliano is also a long-time supporter of philanthropic efforts, giving to a variety of causes.

Hasbro is spotlighting the Toys for Tots campaign with a different twist this year -- an online viral video directed by Sam Weisman and led by Joe Pantoliano. "I've been awarded many big roles in my career, but it is truly exciting and inspiring to be part of something that gives back. It's been rewarding for me to take a lead role in Hasbro's campaign to jump start this year's Toys for Tots giving campaign," said Pantoliano.

As part of the overall campaign, Hasbro, the U.S. Marine Corps, the Marine Toys for Tots Foundation and Joe Pantoliano will encourage the general public to get behind the mission of giving early this year. Consumers can visit [www.ToysForTots.org](http://www.ToysForTots.org) or go to Hasbro's web site at [www.HasbroToyEvent.com](http://www.HasbroToyEvent.com) and click on "Make a Personal Donation to Toys for Tots."

#### **ABOUT HASBRO**

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.

#### ABOUT THE MARINE TOYS FOR TOTS FOUNDATION

The Marine Toys for Tots Foundation is a not for profit organization authorized by the U.S. Marine Corps Reserve to provide fundraising and other necessary support for their annual Toys for Tots Program. Now in its 61st year, Toys for Tots provides hope and happiness to economically disadvantaged children through the gift of a shiny new toy during the Christmas holiday season. Our gifts offer these children recognition, confidence and a positive memory they will cherish for a lifetime. Many of the gifts we provide, such as books, games and sports equipment, make a significant contribution to the educational, social and recreational interests of these children. In 2007, Marines distributed gifts to 7.5 million children in over 600 communities nationwide. The Marine Toys for Tots Foundation relies on individual donations from the American public and is supported by corporate sponsorships. For more information, visit [www.toysfortots.org](http://www.toysfortots.org).

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