



September 5, 2007

**FEATURE/TONKA & Toys for Tots 60th Anniversary Drive for Toys Kicks off Sunday, 10/7 with Tribute to Marines and Live Performance by Country Music and Television Star Billy Ray Cyrus at Marine Corps Base Quantico, Virginia**

(BUSINESS WIRE)--Hasbro, Inc. (NYSE: HAS):

WHAT: Hasbro, Inc.'s iconic TONKA brand and the renowned Marine Corps Reserve Toys for Tots program will celebrate mutual 60th anniversaries in 2007. To commemorate, the two have joined forces on a national toy donation tour. The TONKA & Toys for Tots 60th Anniversary Drive for Toys will travel across the country to both give and collect toys for children in need this holiday season.

The celebration will kick off on Sunday, October 7th at the Marine Corps Base Quantico, Virginia with a tribute to the Marines and a live performance by country music star and celebrity ambassador for the program Billy Ray Cyrus. The event will feature a life-size, road ready replica of the classic yellow TONKA Dump Truck. In addition, guests will enjoy an interactive play environment - including a thirty foot TONKA Truck slide - along with a visual retrospective on TONKA and Toys for Tots over the years.

The national "Drive for Toys" will leave from the Marine Corps Base Quantico, Virginia and stop in select cities before concluding in California this December. Hasbro will work with local Toys for Tots units across the country to distribute toys and games to local children in need.

WHEN: Sunday, October 7, 2007

11:00 am - Tonka Play Environment opens

12:30 pm - Kick-Off Program begins

-- Remarks from Toys for Tots and Hasbro

-- Performance by Billy Ray Cyrus

\*\* Press Check-In begins at 10:30 am

\*\* This event is closed to the public, media guests must RSVP for entry

WHO: Billy Ray Cyrus, country music star and celebrity ambassador for the TONKA & Toys for Tots 60th Anniversary Drive for Toys Bill Grein, vice president of the Marine Toys for Tots Foundation Lorrie Copeland, general manager Playskool, Hasbro

WHERE: Little Hall, Marine Corps Base Quantico, Virginia (Take 95 South to Exit #150A towards Quantico/Triangle, Enter Main Gate) Please contact us for detailed directions

\*\*PHOTO OPPORTUNITIES\*\*

- Live performance by country music star Billy Ray Cyrus
- Larger-than-life, road ready yellow TONKA Dump Truck
- Children enjoying the Tonka play area including 30 foot Tonka Truck slide and giant birthday cake
- Visual retrospective on TONKA and Toys for Tots over the past 60 years

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SOURCE: Hasbro, Inc.