



Hasbro to Present Keynote at Upcoming Industry Conference

February 28, 2018

Presentation to be Webcast Live

PAWTUCKET, R.I.--(BUSINESS WIRE)--Feb. 28, 2018-- [Hasbro, Inc.](#) (NASDAQ: HAS) today announced that its Chairman and Chief Executive Officer, Brian Goldner, will present a keynote at the upcoming UBS Global Consumer and Retail Conference in Boston at 9:00 a.m. Eastern time on Wednesday, March 7, 2018.

Presentation time is subject to change. Please contact the conference host firm for additional details.

The webcast will be available through the [Investor Relations](#) section of Hasbro's website at [www.hasbro.com](#), under "Corporate - Investors." For those unable to listen to the live webcast, an archive of the presentation will be available on the Company's website for approximately 90 days.

About Hasbro

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to Creating the World's Best Play Experiences. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE and MAGIC: THE GATHERING, as well as premier partner brands. Through its entertainment labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 1 on the 2017 100 Best Corporate Citizens list by CR Magazine and has been named one of the World's Most Ethical Companies® by Ethisphere Institute for the past seven years. Learn more at [www.hasbro.com](#) and follow us on Twitter (@Hasbro & @HasbroNews) and Instagram (@Hasbro). HAS – IR

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