



Hasbro to Participate in Panel Discussion on Millennial Moms at The Goldman Sachs 22nd Annual Global Retailing Conference

August 26, 2015

Panel Discussion to be Webcast Live at 2:25 PM ET on September 9

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ: HAS) today announced that its President of Hasbro Brands, John Frascotti, will take part in a panel discussion on Millennial Moms at the Goldman Sachs 22nd Annual Global Retailing Conference in New York City on Wednesday, September 9, 2015 at 2:25 p.m. Eastern time. Mr. Frascotti will be joined by Brian Lynch, President of Carter's, Inc. and Chuck Vila, Vice President of Consumer and Customer Insights at Campbell Soup Company. The panel discussion will last for approximately 40 minutes.

Please note the presentation time is subject to change. Please contact Goldman Sachs 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 company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and lifestyle licensing, Hasbro fulfills the fundamental need for play and connection with children and families around the world. The Company's Hasbro Studios and its film label, ALLSPARK PICTURES, create entertainment brand-driven storytelling across mediums, including television, film, digital and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro & @HasbroNews) and Instagram (@Hasbro).

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Hasbro, Inc.

Investor Contact:

Debbie Hancock, 401-727-5401

debbie.hancock@hasbro.com

or

Press Contact:

Julie Duffy, 401-727-5931

julie.duffy@hasbro.com

Source: Hasbro, Inc.

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