



Hasbro to Present at Upcoming Industry Conferences

May 10, 2016

General Sessions to be Webcast Live

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ: HAS) today announced that its Chairman, President, and Chief Executive Officer, Brian Goldner, will present at three upcoming industry conferences during the next few weeks, including:

- The 44th Annual J.P. Morgan Global Technology, Media and Telecom Conference in Boston at 8:40 a.m. Eastern time on Monday, May 23, 2016;
- The 32nd Annual Bernstein Strategic Decisions Conference in New York at 11:00 a.m. Eastern time on Wednesday June 1, 2016; and
- The Jefferies Consumer Conference in Nantucket on Tuesday, June 21, 2016 at 8:00 a.m.

Please note the presentation time is subject to change. Please contact the conference host firms for additional details.

The webcasts 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 consumer product 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) © 2016 Hasbro, Inc. All Rights Reserved.

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Investor Contact:

Hasbro, Inc.

Debbie Hancock, 401-727-5401

debbie.hancock@hasbro.com

or

Press Contact:

Hasbro, Inc.

Julie Duffy, 401-727-5931

julie.duffy@hasbro.com

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