



Hasbro to Match Donations to Toys for Tots to Help Bring Joy to More Families in Need this Holiday Season

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To Encourage More Donations, Hasbro Will Donate a Toy or Game for Every Donation Made to Toys for Tots, Up to One Million Gifts

TRIANGLE, VA (November 16, 2017) — The U.S. Marine Corps Reserve Toys for Tots Program and global play and entertainment company, Hasbro, Inc. (NASDAQ: HAS), announced today a new holiday matching campaign that will bring joy to even more children in need this holiday season. For every new, unwrapped toy or game donated by individuals to any Toys for Tots local campaign through the 2017 holiday season, Hasbro will also donate a new toy or game as part of its BE FEARLESS BE KIND philanthropic initiative, up to one million gifts.

"The holidays can be a trying time for families in need and oftentimes we're low on toys by early December. This gift from Hasbro will help our U.S. Marine Corps reservists and volunteers bring smiles to the faces of so many more children who need our help," said Lieutenant General H.P. Osman, USMC (Ret), President and CEO, Marine Toys for Tots Foundation.

A corporate partner for more than 20 years, Hasbro has helped to deliver more than 3.5 million toys and games nationwide through its annual support of Toys for Tots. This year, the company seeks to inspire even more donations through this holiday matching campaign. To find a local Toys for Tots unit and learn more about how to make a donation, please visit: <http://www.toysfortots.org/donate/toys.aspx>.

"The U.S. Marine Corps Reserve and the Toys for Tots Program truly embody what it means to be both fearless and kind, and with such great need in communities throughout the country, their work is more important than ever," said John Frascotti, President of Hasbro. "Through our BE FEARLESS BE KIND initiative, Hasbro hopes to inspire kids to make a difference in the world. We want even more families to feel inspired to donate, knowing their one donation will actually mean two gifts for children in need."

Through the generosity of individuals, organizations and businesses, combined with a dedicated corps of over 35,000 volunteers across the country, Toys for Tots plays an active role in creating a more inclusive world and inspiring others to make a difference in their communities. With the holiday season rapidly approaching, families who struggle to make ends meet seek additional support to provide their children with a little joy during this special time of year.

This holiday, local toy drives will be held in more than 800 communities covering all 50 states, the District of Columbia, Puerto Rico, Guam and the Virgin Islands.

BE FEARLESS BE KIND is Hasbro's signature philanthropic initiative, designed to empower kids to have the compassion and courage to stand up for others, to be inclusive and to make a difference in the world. In 2016, the company impacted more than 3.8 million children worldwide through its many philanthropic programs like BE FEARLESS BE KIND and partnerships with organizations like Toys for Tots.

Families or volunteers who have been impacted by Toys for Tots over the years are encouraged to share their stories at: stories.toysfortots.org.

About Toys for Tots Foundation

The Marine Toys for Tots Foundation, an IRS recognized 501(c)(3) not-for-profit public charity, is the fundraising, funding and support organization for the U.S. Marine Corps Reserve Toys for Tots Program. The Foundation was created at the behest of the U.S. Marine Corps and provides support in accordance with a Memorandum of Understanding with the Commander, Marine Forces Reserve, who directs the U.S. Marine Corps Reserve Toys for Tots Program. The Foundation has supported Toys for Tots since 1991 and supplemented local campaigns with tens of millions of toys valued at hundreds of millions of dollars. For more information, visit www.toysfortots.org.

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