



October 26, 2010

Hasbro, Inc. Announces Investor Day Webcast on November 9, 2010

PAWTUCKET, R.I., Oct 26, 2010 (BUSINESS WIRE) -- [Hasbro, Inc.](http://www.hasbro.com) (NYSE:HAS) today announced it will webcast presentations from its annual Investor Day on Tuesday, November 9, 2010, beginning at 10:00 AM eastern time. The webcast will include presentations by the company's President and Chief Executive Officer, Brian Goldner; Chief Operating Officer, David Hargreaves; Chief Financial Officer, Deborah Thomas; as well as other Hasbro Senior Executives. The presentations will be followed by a question and answer session.

The webcast will be available live to investors and the media on Hasbro's Investor Relations home page at <http://investor.hasbro.com>. A replay of the webcast will be available approximately 2 hours following the completion of the event at the same location on Hasbro's Investor Relations Web site.

[Hasbro, Inc.](http://www.hasbro.com) (NYSE:HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is <http://www.hubworld.com>. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2010 Hasbro, Inc. All Rights Reserved.

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