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Hasbro, Inc. Helps Toys for Tots Deliver Holiday Joy to Children Affected by Superstorm Sandy

More than 36,000 Hasbro toys and games donated to Toys for Tots in communities still recovering from storm destruction

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Today, a cargo plane filled with thousands of toys and games donated by branded play company, [Hasbro, Inc.](#) (NASDAQ: HAS) was unloaded to help the Marine Toys for Tots Foundation assist children still living with destruction from Superstorm Sandy. The donation made by Hasbro included over 36,000 toys and games valued at approximately \$450,000 to help Toys for Tots deliver holiday joy to families in communities hardest hit by the storm.

"Play can help a child gain some sense of normalcy during times of upheaval," said Karen Davis, vice president community relations, Hasbro, Inc. "We hope this donation to our longtime partner, Toys for Tots, will help the children impacted by Sandy find some joy this holiday season."

Many of this season's hottest toys and games, such as MONOPOLY MILLIONAIRE, BOP IT SMASH, LITTLEST PET SHOP SING-A-SONG KITTY pet and SCRABBLE CATCH PHRASE, were flown into New Jersey by the famous Blue Angels on their C-130 aircraft, affectionately nicknamed "Fat Albert." The Blue Angels arrived at Joint Base McGuire-Dix-Lakehurst after picking up an aircraft full of toys and games in Atlanta, Ga., and Washington D.C. Additional toys and games were also trucked in to meet the plane to deliver a message of hope and happiness to deserving children.

Toys for Tots Marine Ambassadors from areas in New York and New Jersey most impacted by the storm were on hand to accept the product and take them back to their communities for distribution to families before the holidays.

Volunteers, including a small group of employees from Hasbro's Pawtucket, RI global headquarters, formed a human chain that unloaded the toys and games and loaded them into waiting Toys for Tots trucks.

This donation brings Hasbro's support to well over \$500,000 for Superstorm Sandy, as the Company also donated over \$100,000 directly to the American Red Cross, World Vision, Feeding America and ServeRI to support their relief efforts. Additionally, a donation of over 10,000 games was made immediately after the storm to help displaced families staying in shelters along the east coast.

Hasbro has a long history of giving back and its philanthropic support includes assistance to children affected by disasters. For many years now, the Marine Toys for Tots Foundation and Hasbro have worked together on a variety of initiatives to bring hope and joy to children in need during the holidays. This year, Hasbro's overall support of Toys for Tots will total more than 260,000 toys and games with an estimated retail value of \$2.1 million.

For more information on Hasbro's philanthropic programs, please visit our most recent Corporate Philanthropy Report at <http://www.hasbro.com/corporate/community-relations/about.cfm>.

About Hasbro

[Hasbro, Inc.](#) (NASDAQ: 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, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative, 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 Company's Hasbro Studios develops and produces television programming for markets around the world. The Hub TV Network is part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), in the U.S. Through the Company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and

sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies," and is ranked in The Civic 50 as one of "America's most community minded companies" by Bloomberg Businessweek and as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.

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