



May 13, 2009

Hasbro, Inc. Closes \$425 Million Notes Offering

PAWTUCKET, R.I.--(BUSINESS WIRE)--May. 13, 2009-- Hasbro, Inc. (NYSE:HAS) today announced the closing of a public offering of \$425 million in aggregate principal amount of notes due 2014. The notes will bear interest at a rate of 6.125 percent per annum, beginning May 13, 2009, with semi-annual payments commencing November 15, 2009. Hasbro currently intends to use up to \$300 million of the net proceeds from the sale of the notes to pay the purchase price for its 50% interest in a joint venture with Discovery Communications, LLC, and up to \$15 million to fund the joint venture's future cash flow needs. The remainder of the net proceeds may be used for general corporate and working capital purposes, which may include repayment of debt, repurchase of shares of Hasbro's common stock, capital expenditures and acquisitions.

Banc of America Securities LLC and RBS Securities Inc. acted as joint book-running managers. This offering was made under an effective registration statement on file with the Securities and Exchange Commission. This press release is not an offer to sell nor is it a solicitation of an offer to buy any securities. Any offers to sell, or solicitations to buy, will be made solely by means of a prospectus and related prospectus supplement filed with the Securities and Exchange Commission. Copies of the prospectus and prospectus supplement may be obtained from the joint book-running managers by contacting Banc of America Securities LLC, Prospectus Department, 100 W. 33rd Street, 3rd floor, New York, NY 10001, (800) 294-1322; or RBS Securities Inc., 600 Steamboat Road, Greenwich, CT 06830, (866) 884-2071.

Hasbro, Inc. is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at www.hasbro.com. © 2009 Hasbro, Inc. All Rights Reserved.

SAFE HARBOR STATEMENT UNDER THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995: Various statements made in this release, including our expectations with respect to the use of proceeds from the offering, are forward-looking and involve a number of risks and uncertainties. All statements that address activities, events or developments that we intend, expect or believe may occur in the future are forward-looking statements. Factors which might cause a difference between actual and expected events include: (i) delays in meeting, or failure to meet, the closing conditions for Hasbro's investment in its proposed joint venture with Discovery Communications, LLC (the "Joint Venture"), (ii) greater than expected costs or unexpected delays associated with the steps necessary to rebrand the network which will be operated by the Joint Venture (the "Network"), (iii) greater than expected costs or unexpected delays related to Hasbro's establishment and development of the team and infrastructure to create and produce content for the Network, (iv) changes in plans with respect to the future content to be created for the Network or the timing for its development, or with respect to the branding and marketing for the Network, (v) the financial performance of the Joint Venture and other factors which impact the resources the Joint Venture has available and/or determines to spend on programming, advertising and marketing, (vi) the financial performance of Hasbro, Hasbro's future financial needs and other opportunities of which Hasbro may become aware, which could lead to changes in Hasbro's plans for the use of the proceeds from the offering and (vii) other factors which are discussed in Hasbro's public announcements and SEC filings. Hasbro does not undertake any obligation to update these forward-looking statements for events occurring after the date of this press release.

Source: Hasbro, Inc.

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