



June 24, 2014

Hasbro, Inc. (NASDAQ: HAS) to Ring The NASDAQ Stock Market Closing Bell to Celebrate the Release of "TRANSFORMERS: AGE OF EXTINCTION"

ADVISORY, June 24, 2014 (GLOBE NEWSWIRE) --

What:

Global branded play leader, Hasbro, Inc. (Nasdaq:[HAS](#)), will visit the NASDAQ MarketSite in Times Square to celebrate the release of Michael Bay's "TRANSFORMERS: AGE OF EXTINCTION" from Paramount Pictures, which opens in theaters nationwide on June 27, 2014.

In honor of the occasion, Brian Goldner, Chief Executive Officer will ring the Closing Bell alongside Chief Financial Officer, Deborah Thomas, Chief Marketing Officer, John Frascotti and the TRANSFORMERS brand team.

Where:

NASDAQ MarketSite – 4 Times Square – 43rd & Broadway – Broadcast Studio

When:

Wednesday, June 25, 2014 – 3:45 p.m. to 4:00 p.m. ET

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Feed Information:

Fiber Line (Encompass Waterfront): 4463

Gal 3C/06C 95.05 degrees West
18 mhz Lower
DL 3811 Vertical
FEC 3/4
SR 13.235
DR 18.295411
MOD 4:2:0
DVBS QPSK

Social Media:

For multimedia features such as exclusive content, photo postings, status updates and video of bell ceremonies please visit our Facebook page at: <http://www.facebook.com/NASDAQ>.

For photos from ceremonies and events visit our Instagram Page: <http://instagram.com/nasdaq>.

For news tweets, please visit our Twitter page at: <http://twitter.com/nasdaqomx>.

For exciting viral content and ceremony photos visit Tumblr Page: <http://nasdaq.tumblr.com/>.

Webcast:

A webcast of the NASDAQ Closing Bell will be available at: <https://new.livestream.com/nasdaq/live> or <http://www.nasdaq.com/about/marketsitetowervideo.aspx>.

Photos:

To obtain a hi-resolution photograph of the Market Close, please go to http://www.nasdaq.com/reference/marketsite_events.stm and click on the market close of your choice.

About Hasbro, Inc. (Nasdaq:[HAS](#)):

[Hasbro, Inc.](#) (Nasdaq:[HAS](#)) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. 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 play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 180 territories around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (Nasdaq:[DISCA](#)) (Nasdaq:[DISCB](#)) (Nasdaq:[DISCK](#)). 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 as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.

About NASDAQ OMX Group

NASDAQ OMX (Nasdaq:[NDAQ](#)) is a leading provider of trading, exchange technology, information and public company services across six continents. Through its diverse portfolio of solutions, NASDAQ OMX enables customers to plan, optimize and execute their business vision with confidence, using proven technologies that provide transparency and insight for navigating today's global capital markets. As the creator of the world's first electronic stock market, its technology powers more than 70 marketplaces in 50 countries, and 1 in 10 of the world's securities transactions. NASDAQ OMX is home to more than 3,400 listed companies with a market value of over \$8.5 trillion and more than 10,000 corporate clients. To learn more, visit www.nasdaqomx.com.