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Hasbro Studios Taps Prominent International Programming and Distribution Executive Finn Arnesen to Lead Global Expansion

LOS ANGELES, Apr 12, 2010 (BUSINESS WIRE) --Hasbro Studios has tapped prominent international programming and distribution executive Finn Arnesen, who comes to the studio from managing European operations at Cartoon Network, to lead its international expansion, Hasbro Studios President Stephen J. Davis announced today.

In his newly created role as senior VP of international distribution and development, Arnesen will be responsible for managing Hasbro Studios' global content sales, distribution, channel and program development activities outside of North America, extending across television, online and other emerging media.

"Finn is one of the most creative, innovative and well-regarded television executives I know, and I am excited to have him lead the Hasbro Studios television brand extension worldwide," Davis said. "He has a superb track record of success internationally, having earned a reputation as a first-rate manager with excellent programming instincts, channel and brand-building skills. Finn created pioneering new kids formats that fit perfectly with the programming model we are creating and will play a key role in our future success."

Arnesen served as senior vice president of original series and international development at TBS International, where his duties included leading multi-platform programming, production and development; joint venture strategic acquisitions; distribution; and deal-making partnerships.

During his 17-year tenure at TBS, Arnesen generated higher ratings and revenues while overseeing programming and development for the Turner-owned networks, the start up and management of Cartoon Network Studios London, and program management of Cartoon Network Europe as part of his broad portfolio.

At Cartoon Network Europe, Arnesen commissioned and executive produced its first wholly owned U.K.-produced series *Skatoony*, an unprecedented animated game show with real-life kid contestants. The show reflected his global efforts to expand the kids' genre and audience with new live-action formats produced through Turner alone and European co-production partners.

Prior to Turner, Arnesen held posts at ScreenSport, the European Sports Network and Sky Sports. He has a Bachelor of Arts honors degree in French and drama from the University of Warwick.

About Hasbro Studios:

Hasbro Studios is the Los Angeles-based production division of Hasbro, Inc. (NYSE:HAS). The "virtual" studio develops and produces shows based on Hasbro's world class brands, including TRANSFORMERS, MY LITTLE PONY and GI JOE; delivers new branded content; and produces programs from top third-party content creators. Many of these shows will run on The HUB, the new television network starting 10.10.10 that was created by the joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), as well as on multiple channels in international markets.

About Hasbro:

Hasbro, Inc. (NYSE:HAS) 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 <http://www.hasbro.com>. © 2010 Hasbro, Inc. All Rights Reserved.

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U.S.:

The Lippin Group

Jim Benson, 323-965-1990

jbenson@lippingroup.com

or

U.K.:

The Lippin Group

Debbie Lawrence, +44 203 008 5406

dlawrence@lippingroup.com